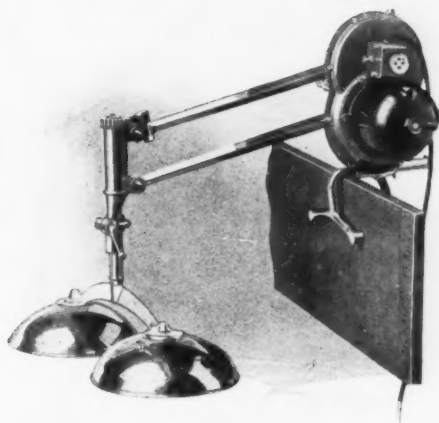


NOVEMBER, 1915

ELECTRICAL-MERCHANDISE

AND SELLING ELECTRICITY

Published by THE RAE COMPANY New York Office, 17 Madison Avenue



¶ "The Frantz Way—Electric Housekeeping" is a slogan that begins to take form with the announcement of the Frantz Portable Electric Washer, pictured above.

¶ This unit will be sold at \$27.50, and will fit any kind of tub—stationary, wood or galvanized.

¶ Like the complete Frantz Electric Washer, with enamelled tub and Frantz Safety Wringer, at \$75.00, it is based upon the Vacuum Cup method of washing—the one system that produces efficient results without wear or tear on the clothes.

¶ It puts the entire Washing machine business on a new basis. Thousands of women have earnestly desired electric washers but could not purchase because the former prices for efficient machines were too high. These thousands and other thousands will find in the Frantz Portable the perfect solution of their clothes washing problem.

¶ To the Central Station man we can make this promise—that these new devices will have behind them the same efficient organization and the same *Service* that have distinguished the Frantz Premier Electric Cleaner.

Edw. L. Frantz



This Book Is For You!

It tells what we are doing to make it easy for you to get your share of the Christmas trade in

Westinghouse Electric Ware

Such as Electric Irons, Radiant Toasters, Toaster-stoves, Percolators, Disc Stoves, Chafing Dishes, Samovars, Curling Irons, Saute Pans, Heating Pads, Radiators, etc.

To help you in your local advertising we have prepared folders, newspaper advertising cuts and text matter, display cards, window-display suggestions, signs, posters, etc. All yours for the asking, and the Christmas Campaign Book tells you just how to use this material to the best advantage. Send for the book today; it places you under no obligation.

Westinghouse Electric & Manufacturing Co. East Pittsburgh, Pa.

Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Bluefield, W. Va.
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.
Charleston, W. Va.

Charlotte, N. C.
Chicago, Ill.
Cincinnati, Ohio.
Cleveland, Ohio.
Columbus, Ohio.
Dallas, Texas.
Dayton, Ohio.
Denver, Colo.

Detroit, Mich.
*El Paso, Texas.
*Houston, Texas.
Indianapolis, Ind.
Joplin, Mo.
Kansas City, Mo.
Louisville, Ky.



Los Angeles, Cal.
Memphis, Tenn.
Milwaukee, Wis.
Minneapolis, Minn.
New Orleans, La.
New York, N. Y.
Omaha, Neb.

Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Ore.
Rochester, N. Y.
St. Louis, Mo.
Salt Lake City, Utah.
San Francisco, Cal.

Seattle, Wash.
Syracuse, N. Y.
Toledo, Ohio.
Washington, D. C.
*W. E. & M. Co., of
Texas.





The Connecting Link between Prospects and Profits

The above illustration shows in part how we help you to get lamp prospects into your store. We can't actually go out and sell lamps for you—that's a physical impossibility. But we can and do **help** you to sell National MAZDA lamps by means of a very efficient corps of Printed Salesmen.

Long before a Popular Magazine advertisement is due to appear we send out an announcement folder to every Central Station and agent who handles National MAZDA lamps. They send in the enclosed post card requests for the free lantern slides, newspaper electros and window display which tie their places of business to the advertisement that reaches hundreds of lamp prospects in their locality.

Every month a free window display is illustrated in the **Stimulator**, the little magazine full of selling helps that is sent gratis to anyone interested in the sale of National MAZDA lamps.

It is impossible to describe in detail our unequalled service to those who handle our lamps. Ask your lamp distributor about the selling campaigns, the direct-by-mail advertising, the thousand and one ways in which we help you to sell National MAZDA lamps.

The difference between a prospect and a Customer is Salesmanship.

Let's co-operate now. Your salesmanship plus ours. It means profit for both of us.



NATIONAL LAMP WORKS

OF GENERAL ELECTRIC CO.

Nela Park,

Cleveland



Member Society for Electrical Development: "DO IT ELECTRICALLY"



Each "Standard" Compartment Cooker Adds 5 KWH. to the Monthly Bill.

Your profit is in adding 5 KWH. to each monthly bill. But your customers' profit is even greater, for the installation of a "Standard" Compartment Cooker saves the housewife many hours of drudgery each week—and instead of "kicking" at the bill she will bless you for the comfort and convenience. Any proposition with two such profits is worth investigation.

Write for the evidence.

The Standard
Electric Stove Co.
TOLEDO, OHIO

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Vol. XIV. No. 11

Edited by FRANK B. RAE, Jr.

\$1.00 a Year

Enthusiasm for the Vehicle

Sixth Convention of the Electric Vehicle Association Developed
Practical Progress Plans

ALMOST an even hundred central-station men and over 200 manufacturers of electric vehicles, batteries and accessories, were in attendance upon the sixth annual convention of the Electric Vehicle Association of America at the Hotel Statler, Cleveland, October 18 and 19.

Steps were taken to amalgamate the work, if not the actual organization, with the National Electric Light Association. The activities of the vehicle enthusiasts are of definite interest to every central-station man and it was shown that by concerted action many of the vehicle problems could be more quickly and broadly met than under the present scheme of complete independence. This suggestion was advanced editorially by *Electrical Merchandise* at the time the E. V. A. was formed.

The Cleveland convention opened with an address by President John F. Gilchrist of Chicago, in which, after showing the value of cooperation between the several interests engaged in advancing electric-vehicle traffic, he said that plans for another nation-wide advertising campaign were taking definite form. Funds for this purpose are already being secured. It is also proposed that the Association hereafter publish its own bulletin. Mr. Gilchrist's remarks included reference to the battery-service system which he said must be established in some form before the electric can hope to become a complete and general success.

This subject was also emphasized by Walter H. Johnson of Philadelphia, chairman of the central-station cooperative committee, who said that central stations should investigate and determine upon the practicability of a battery-service system, battery-rental system or

some variant suitable to local conditions, as such a plan seemed the only way in which adequate battery-charging load could be built up and retained. A great part of the discussion of those present centred about this system of vehicle maintenance which was first comprehensively presented to the industry through an article in *Electrical Merchandise* in March, 1915.

Mr. Johnson's report also covered specific recommendations of central-station cooperation as follows: the establishment of a department competent to supervise electric vehicles; the use by the central station itself of electricians in every class of service; the establishment of adequate charging facilities throughout its territory; and generous advertising appropriations devoted to electric-vehicle promotion. This report, embodying the ideas of the lighting men themselves and carrying the name of so prominent an officer as Mr. H. Johnson was deemed of such importance as to warrant general distribution throughout the central-station industry.

"Problems We are Facing and How They May be Met," was the title of an address by George H. Kelly, secretary of the Baker R & L Company of Cleveland and president of the Electric Automobile Manufacturers' Association. There is only one real problem—the increased sale of cars. The solution of this depends chiefly upon more general garaging facilities and probably the establishment of some such system as the battery exchange. The main objections of the public are slow speed, limited mileage and fear of battery failure. The speeds possible with the electric are generally in excess of city speed ordinances, and battery-exchange or boosting

facilities would overcome the limited radius objection.

The leading papers of the convention are abstracted hereunder.

The Electric Taxicab

By I. S. SCRIMGER

Comparative figures show that the cost of operation for gasoline taxicabs per mile is between 30 and 35 cents. In Detroit, we get 70 cents for our first mile and 40 cents for each additional mile. If a cab covers 2 miles we receive \$1.10. If the cab returns empty, we have covered a distance of 4 miles for which we receive \$1.10. The cost per mile being 30 cents, we have lost on this run, and the history of the taxicab business throughout the United States is that from 40 to 50 per cent of our distances covered are empty mileage. The revenue obtained from service rendered in Detroit is about 33 cents a mile. You will, therefore, see that very little profit is to be made with an expense of between 30 and 35 cents a mile and an income of 33 cents a mile. It, therefore, became necessary that we obtain equipment that could be operated more cheaply than gasoline cabs.

About two years ago, we decided to build one electric cab, and consulted with the manufacturers of electric vehicles in Detroit. They were all too busy to give us much thought, and claimed they could do nothing for us unless we were willing to accept the chassis for the pleasure car they were building. We, therefore, were compelled to build. Our first car was placed in service June 25, 1914, and has been in continuous service about a year and three months. No announcement of any kind was made when this cab went into service. We

thought it best to start the electric service, and allow the public to judge whether or not it would meet all requirements. Soon we commenced to receive letters of approval, and the cab met with such a signal success that we decided to build eleven more. These additional eleven electric cabs went into service last December and January, and have, therefore, been in service about eight months. We are just completing fifteen additional electric cabs, which are about completed, and we have twenty more under way. This will give us forty-seven electric cabs.

The public has taken very kindly to our electric equipment; so much so, that we have had people wait three-quarters of an hour for the return of an electric cab, when we had gas cabs which they might have used. We found before installing our electric cabs, that the public was not very favorably disposed toward electric service. I heard one gentleman say that he thought electric cars were built for old ladies, and had he known our car was an electric before getting into it, would have declined to use the electric service. This same gentleman said we had not only converted him to the electric, but he was going to buy one for his wife.

It seems to me that the manufacturers of electric vehicles have not kept pace with the manufacturers of gasoline vehicles. I mean by this that the public demand better mileage and better-looking cars. One of the first questions we are asked is—how many miles can you get on one charge, and then—how fast will they go?

All of our twelve cabs now in service are being operated twenty-four hours a day with two drivers; each man working twelve hours. To enable us to operate twenty-four hours a day, we have had charging boxes installed at the edge of the sidewalk at the hotels, and our cabs, while standing idle, are on charge. The Edison Illuminating Company has co-operated with us in every way possible.

Our operating cost up to the present time has not exceeded 20 cents a mile. This cost includes drivers' wages, overhead, tire expense, garage expense, depreciation and every expense, in fact, which is incidental to the operation of the taxicab business. The only point on which we are uncertain is the life of the car. We feel that the car has been so well made that we may be able to depreciate this car over a period of ten years. Time alone will tell whether or not we are correct.

The Function of the Electric Garage

By R. MACRAE

The function of the garage should be to bring the electric vehicle within the reach of all vehicle users. To perform this function, the garage must be provided with equipment for making minor repairs and to supply electric power at a reasonable rate. In addition to being a place in which the vehicle is housed,

washed and charged, an electric garage that performs its functions is a place from which the vehicle can be operated economically.

Much has been said about the necessity of making a technical investigation of the work to be done before recommending the use of electric vehicles, but we now know that such an investigation is unnecessary. We need not ask whether the hauls are long or short, the streets good or bad. It is only necessary to inquire about the garaging facilities and if the answer is satisfactory, we need not hesitate to recommend electrics for any kind of street traffic.

It must be admitted, however, that garaging arrangements are at present generally unsatisfactory.

The lack of adequate garaging facilities cannot be laid to our garage managers. Considering how little encouragement the electric garages have received from the manufacturers and the central-station men, we may rather be surprised that our garage service in general is as good as it is. Where we have public garages they have sprung up to fill a want which the users of electric vehicles recognize, but which the vehicle manufacturers and central-station companies, generally speaking, have not recognized.

I will give just one instance to illustrate why garages are needed. Two or three years ago the operator of a 4-ton truck threw out his private charging plant because the bills for electric power were too high and because the night watchman who was looking after the motor generator could not tell that anything was wrong until he saw the apparatus smoking, and took the truck to a public garage located 6 miles away. The truck was operated from this garage for over a year, 12 miles, or about one-half the daily mileage being made in going to and from the garage. Instead of discontinuing the use of the electric as he might reasonably be expected to do under the circumstances, he bought three more electrics. He did not do so, however, until after he had made different arrangements for garaging. Scores of instances might be given of cases where electric vehicles have been discarded, the owners thinking that the vehicles themselves, and not the garaging arrangements, were at fault.

When the public is made to understand that an electric vehicle, in order to be successful, must be operated under the supervision of someone who knows what an electric vehicle is, we will no longer see the owner of one of these cars taking it to a livery stable or a gasoline garage under the impression that it will there receive the right kind of attention. From the outside, a gasoline garage may look very much like an electric garage, but it would be as reasonable to expect an electric vehicle to be properly cared for in a tannery as in a gasoline garage.

Sometimes we hear it stated that the cost of electricity is so small a part of the total cost of operating an electric

vehicle that it need hardly be taken in consideration when advocating the use of electric vehicles. In some cases this is true, but in the majority of cases it is not. For instance, a one-ton truck doing only as much work as could be done with one horse should not use over 150 kilowatt hours per month, which at 5 cents per kilowatt-hour, would be \$7.50 per month, or only a little more than hoof pads for the horse would amount to. This same vehicle, however, if operated to its full capacity making 50 or 60 miles every day, might use \$40.00 worth of electricity, which would be an item in the cost of operation second in importance only to that of the wages paid to the driver.

Five cents per kilowatt-hour is as low a figure as the average garage can now afford to sell electricity for and lower than the small garage, as a rule, can sell it for.

The majority of central stations now make exceptionally low rates for electric power when used in large quantities and with certain restrictions in regard to the manner in which the power is used, but the small garages are not, as a rule, in a position to take advantage of these low rates.

Sometimes, also, there is an avoidable waste of electricity in small garages for which there would be no excuse in a large garage. Over-charging of batteries is sometimes carried on as if electric power did not cost anything, and frequently batteries are charged from circuits whose voltage is almost high enough to charge twice as many cells, thereby wasting one-half of the energy in resistance coils. While it is true that the cost of electricity is gradually going down in most of our large cities, there is no immediate prospect of its going so low as to make such a waste of power seem justified under any circumstances.

It is evident, therefore, that in order to get the best that is in the electric vehicles out of them, that we must operate them from large and properly equipped garages instead of trying to maintain a separate garage for each vehicle.

Hartford's Battery-exchange System

By WILLIS M. THAYER

This paper gives in detail the experience of the Hartford Electric Light Company with the Edison Battery Service System for commercial vehicles. Sketching briefly the experience of his company, Mr. Thayer stated that they have operated batteries since 1896 and have had cars of their own in operation continuously since 1900. The description of the battery-service system, which was first offered to the public in November, 1911, is substantially the same as that appearing in an exclusive article in *Electrical Merchandise* for March, 1915.

Concluding his paper, Mr. Thayer says:

"Battery service would seem to over-

come the weakness of electric vehicles caused by the limitations of battery capacity. This is true, but batteries with greatly increased capacity would increase the practicability of the battery-service system. A local truck owner recently ran nearly down to New Haven, a round-trip distance of seventy miles. On the return trip, a stop was made at Meriden and the battery given a boost, for which the truck driver paid 88 cents. The truck owner afterward asked if this 88 cents was not a part of the battery service for which he had already paid. This experience brings out the possibility of an arrangement with the central stations in surrounding towns under which any of the truck users could send their trucks on long trips and get boosts wherever necessary. The charge for this service would be billed to the light company furnishing the battery service

and a certain proportion of this bill charged to the customer. Should other central stations in surrounding towns adopt battery service, exchange of batteries could be made and the record handled very much as in the case of railroads using cars of foreign lines."

Industrial Trucks of P. R. R.

By T. V. BUCKWALTER

This paper is a general description of the trucks designed to meet railroad conditions of service as these conditions appear to railroad men. The types include baggage trucks, shop trucks and tractors for hauling railway cars over street-car tracks. Appended to the paper is a table showing all labor and operating charges for the year 1914 for a total of 212 trucks, together with a variety of data on the tractors.

Incoming Officers

As was widely advertised, the convention was a business convention for busy men. The only social relaxation was a banquet held on the closing evening at which half a dozen brief speeches were made. A feature of interest was the exhibition of two cars which made cross-country trips to the convention—a Ward delivery wagon from New York and a Chicago Electric runabout from Chicago. The latter car averaged 15 miles an hour through the entire trip, some of the time being in mud to the hubs, and actually ran 142 miles in a single day. The Ward car did its 734 miles on 165 kwh.

The officers elected for the ensuing year are: president, Walter H. Johnson of Philadelphia; vice-president, E. S. Mansfield of Boston; treasurer, H. M. Edwards of New York.

An After-dark House-wiring Campaign

How More than 750 House-wiring Contracts were Secured after 5.30 P. M.

By L. D. SAGE

THE "Flying Squadron" of the Illinois Traction System is a crew of live-wire solicitors—headed by Robert B. Basham—whose business it is to put sluggish localities back on the map. The captain and his men may enter a town perfect strangers, but they have their own little method of "getting in"—so far in, in fact, that they sometimes find it difficult to pull up stakes and get out again. For example, Basham and his "Flying Squadron" swooped down upon Topeka on April 3. He knew just one man in town, Albert Patten, assistant general manager of the Illinois Traction System, and he had met him but once. Topeka wasn't a town where the wonders of electricity were just being unfolded to marvelling inhabitants. It had enjoyed electrical conveniences for 30 years at favorable rates. Furthermore, all the natural gas you wanted could be obtained at 25 cents a thousand. In fact, there was nothing to make the business easy to secure except a slight reduction in rate and the punch and campaign experience of the "Flying Squadron," itself. Yet, starting the campaign on April 5, with an average of only four solicitors for the residence work, 1582 wiring customers were secured during the six months from March 20 to September 20. This represented an actual net gain of 1027 customers over the corresponding period of 1914. Often in a campaign of this kind, any customer who can be slipped past the credit department is accepted. It seems, however, that the Topeka new-business is unusually sound. Mr. Basham has been assured by the accounting department that they estimate only four of the 1027 as bad accounts—which means that 1023 out of 1027 new customers will pay their

bills. This is excellent evidence that a courageous and sound business attitude need not stand in the way of a booming campaign since every recognized bad



Robert B. Basham, General Contract Agent Topeka Edison Company

credit brought in during the campaign was killed at Mr. Basham's own desk. Now for the campaign in detail. With regard to the preliminaries, Mr. Basham says:

"On the second evening after my arrival in Topeka, A. H. Purdy, our general superintendent, and I met the seven leading local contractors. The purpose of the meeting was to arrive at a schedule of wiring which the contractors would accept. Let me remark right here that when a lighting company

figures with the contractors on a schedule of this kind, it behooves the former to accept a schedule at which the contractors can make a fair margin of profit. There is no place where the motto, "Live and let live," applies better than here. The contractors submitted a schedule under which they felt that they could accept orders, but some of the items they had figured right down to bedrock. This was due to the fact that price-cutting had commonly been practiced by the Topeka contractors, and they felt that they could not get our business except at the figures they named. I voluntarily raised several of the items, knowing that if the bidders did the work at the price they estimated, they would simply be swapping dollars. Our unexpected generosity satisfied the contractors that the lighting company was willing to play fair. They immediately gave us their undivided support, which, indeed, proved an important factor in the success of our campaign."

The following is the house-wiring price schedule under which the contractors worked during the campaign:

House-wiring Campaign.		1st floor	2nd floor
Cottage Open Attic	Light Opening	\$2.00	
	Snap Switches S. P.	2.25	
	Flush Switches S. P.	2.75	
	3-Way Snap Switch	3.35	
	3-Way Flush Switch	3.80	
Cottage Floored Attic	Light Opening	\$2.25	
	Snap Switch S. P.	2.45	
	Flush Switch S. P.	3.00	
	3-Way Snap Switch	3.75	
	3-Way Flush Switch	4.20	
2-Story House, Open Attic	Light Opening	\$2.70	\$2.00
	Snap Switch S. P.	3.15	2.25
	Flush Switch S. P.	3.60	3.00
	3-Way Snap Switch	4.75	3.35
	3-Way Flush Switch	5.00	5.00

2-Story House Floored Attic	Light Opening	\$3.00	\$2.25
	Snap Switch S. P.	3.50	2.45
	Flush Switch S. P.	4.00	2.75
	3-Way Snap Switch	4.75	3.75
	3-Way Flush Switch	5.00	5.00

If the attic is finished, figure whole house on first-floor schedule.

Single-circuit jobs without cabinet.

Does not include double or hardwood floors.

Minimum amount of contract \$12.50.

Figure lamps additional.

Drop cords, no shade, add 75c. each—with shade, \$1.00.

Above prices include hardware.

Prospects were offered the deferred-payment inducement. More concretely, 90 per cent of the orders were taken on six months' time. The remaining 10 per cent on from seven to twelve months' time. However, only two or three of the whole number have been granted the latter extension of time. The Topeka Edison Company absolutely refuses to take any orders except from property owners. If tenants wish electric light, the landlord must sign the order. If a tenant wishes electric light and the landlord will not wire for him, we find a landlord that will wire and persuade the tenant to move. Invariably, the first landlord sees his mistake in not wiring for his tenant and does wire in order to get his house rented. To quote Mr. Basham again: "This stunt has worked so successfully that we have established a rental list in our department. This serves two purposes. It keeps tenants in electrified homes and is very effective in persuading arbitrary landlords to wire their rental property. We have had landlords give us orders for as many as six houses at a time which is pretty good for any property owner."

The two most conspicuous features of the Topeka campaign were the remarkable application of each individual member of the "Flying Squadron" to his work and the adequacy of the advertising. When we say, "remarkable application," we do not mean merely keeping on the job from early in the morning until dusk. Every good central-station sales crew, imbued with campaign spirit, will apply themselves to that extent. But very few of them will voluntarily work nights as well. That is what the "Flying Squadron" did. They realized that it was one thing to get the lady of the house interested, but quite another to sign her up. Accordingly, as soon as any solicitor interested a prospect, he makes a definite appointment with her for between 5 and 10 p. m., so as to meet husband and wife together and "talk turkey." The theory here is that if you really create a woman's desire for electric light, it is a comparatively easy matter to swing the head of the household into line. There is ample proof that the theory holds in Topeka at least: fully 75 per cent of the new residential contracts were closed after 5.30 p. m. This is a real monument to the loyalty and indefatigability of the "Flying Squadron."

The novel use of newspaper space was the keynote of the advertising end of the campaign. The Topeka central sta-

tion regularly carries space in the Saturday-night and Sunday-morning editions, but uses this space in a unique way. In place of the conventional newspaper display, appears what is in effect a miniature newspaper within a newspaper. That is to say, each ad is set up in the form of the front page of a newspaper, with the heading, "Current Topics, A Live-Wire Publication Devoted to Brighter Homes." This usually extends three columns across the page, but varies somewhat in length from issue to issue. Its main purpose is to keep the Topeka public fed up on the sales news of the central station. For example, each issue contains a list of the names and addresses of customers whose homes have been wired since the last issue. It also contains lists of appliance customers to suit the seasons. That is to say, a clever attempt is made to talk up through "Current Topics," and keep the public, itself, talking up, seasonable goods—the fan, the sweeper, the iron in summer, and perhaps the radiator, the heat pad and other cold-weather helps in winter. These write-ups are not mere lists of names, but as may be seen from the copy of "Current Topics," reproduced in this issue, the various items are set up in typical news-story form, with snappy headlines, breezy introductions and pithy sales arguments at the close. Mr. Basham says that he has been able to trace more direct results from "Current Topics" than from any other form of advertising within his 15 years of ex-

perience. If one of the listed customer's names is misspelled or the wrong address given, he is pretty sure to telephone the next day and call attention to the mistake. Or Mrs. Jacobs will write or phone in that she has noticed that her neighbor, Mrs. Elroy, has had her house wired, and would like a company representative call to give her a wiring estimate or information about electric irons or vacuum sweepers.

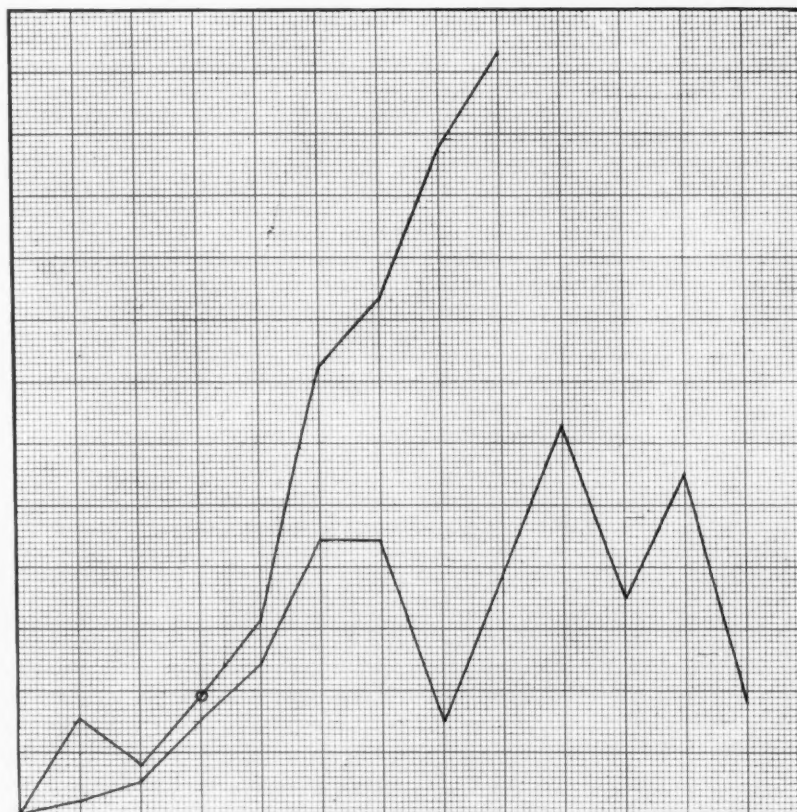
Although "Current Topics" is employed regularly by the Topeka Edison Company, it fitted in particularly well as the campaign-news vehicle. The name of every new customer was listed in it; the people eagerly followed the "dope," and thus made the campaign their own. The following quotations from "Current Topics" headlines and introductions will suggest the influence of this advertising in keeping up the right pitch of popular excitement throughout the campaign:

One Hundred Brighter Homes

In West Part of Topeka Electrical Campaign is Booming

Twenty-two additional homes in the west part of the city have contracted for wiring during the past week. This makes over 100 homes that have been brightened in that part of Topeka in the past four weeks. This gives an idea of how much brighter the homes and how much brighter the city of Topeka will become as the result of the Edison Company's campaign.

* * * *



Graphic of the "Flying Squadron's" campaign. The lower curve is the record of net gain in customers in 1914. The upper curve to 0 is the 1915 record before Basham took hold. From 0 onward shows the campaign results. Ten-space squares represent months laterally and 20 customers vertically

Many Buying Irons

Topeka Women Abandon Old Out-of-date "Sad" Iron

This is electric-iron weather—but all weather is electric-iron weather, for an electric iron is one of the indispensable conveniences of every home.

Quite a number of Topeka women have purchased electric irons the past week and abandoned their old "sad" irons. By the way, they were appropriately named, weren't they? "Sad" irons! We suppose they were called that because they caused those who used them so many sighs and made ironing such exhausting work for women. Following are those who bought electric irons—the only iron to have:

* * * * *

Consult our List of Electrified Houses for Rent

As a rule, houses wired for electricity are occupied, but in the whirligig of moving time they are occasionally vacated.

Moving time of the year is approaching. If you are going to move, move into an electrified house.

The Edison Company, for the accommodation of its patrons and the friends of electricity, will keep a list at its offices at 808 Kansas avenue, of vacant houses in Topeka that are wired for electricity and ready for occupancy.

Any one desiring to rent a house that is equipped with electric wiring is cordially invited to visit our office and inspect this list.

Any owner of a house wired for electricity that may be temporarily vacant is cordially invited to come and give us its location and street number, and we will be pleased to add it to our list of electrified houses for rent.

* * * * *

Showing Us Something New

Frank O. Hamm, of 311 E. Laurent street, is a yeast manufacturer. He bought an electric fan this week with which to dry his yeast.

The Knights and Ladies of Security are drying photographs by the use of an electric fan.

R. H. Wolff, of 725 Mills Building, bought an electric iron for his dress-making school.

Which shows us new uses for the Universal Servant—electricity.

* * * * *

Quick Cooking by Electricity

Mrs. Ida Brownell, of 205 Madison street, has purchased an Electric Toaster and now she prepares breakfast without having to build a fire in the big cooking stove.

And Mrs. W. C. Dickie, of 1185 Fillmore street, bought an "El Grilstovo," which does much more than a toaster. You can do lots of light cooking with an El Toastovo.

* * * * *

Didn't Know What He was Missing

"If I had known how nice and convenient electric lights were, I would have installed them years ago."

Mr. Sol Richardson, of 1117 Monroe street, walked into the Edison Company's office last Saturday night and made this statement. At the same time he bought an electric iron, so the Richardson home is much more contented and comfortable and so much better lighted.

* * * * *

THE foregoing examples suffice to show the scope of this news feature and how personal it is possible to make what is inherently a cold-blooded business proposition. In addition to utilizing the regular "Current-Topics" feature, a three-column, six-inch space was run, throughout the campaign, in the Wednesday edition of each of the local newspapers. Also at the beginning of the campaign, an electrical page was made up, the Edison company taking a third

of the page and the seven contractors, enough additional space to fill.

In addition to the newspaper advertising, 10,000 cheap handbills were distributed. Like the newspaper ads, they gave prominence to the new lighting rate of seven cents per kwh., minimum 40 cents, also to a special bargain offer on fans. They were delivered by messenger to every house in the city and resulted in many house-wiring inquiries and iron sales.

In order to break the ground a little for the solicitors, who were operating in strange territory, a letter was sent to each prospect in advance stating that Mr. Lutkins or one of the other representatives would call. The letters were discontinued just as quickly as the "Flying Squadron" got out on the territory and

EVENING, SEPTEMBER 11, 1915.

5



CURRENT TOPICS



A LIVE WIRE PUBLICATION DEVOTED TO BRIGHTER HOMES

VOL. 1.

September 11, 1915.

NO. 23

TEN ELECTRIC VACUUM CLEANERS

Purchased the Past Week by Topeka Housewives of Edison Co.

There was quite a sale of Eclipse Electric Vacuum Cleaners by the Edison Company the past week, as a result of the home demonstrations being conducted by the Company.

Ten Topeka women purchased Eclipse Electric Vacuum Cleaners, as follows: Mrs. Amos Beeler, 823 Madison (with attachments); Mrs. Mercedes Holden, 312 Buchanan; Mrs. Robert H. Bell, 1635 Mulvane; Mrs. E. B. Cowgill, 1273 College; Mrs. C. L. Zimmerman, 1407 W. 5th; Mrs. A. G. Potter, Highland Park; Mrs. R. D. Johnson, 711 Horne; Mrs. J. E. Conwell, 813 Monroe; William Connors Furniture Co., 706 Kansas Ave.; Mrs. C. J. Peterson, 1400 W. 6th. Eclipse Electric Vacuum Cleaners are wonderful home conveniences. They take the place of servants. There is no drudgery about house-keeping where the home is properly supplied with electrical appliances.

The Edison Company is offering special inducements on Eclipse Electric Vacuum Cleaners at this time. They are putting them out at a cash price on terms that will comply with the monthly appropriation for household expenses. This is the time to buy an Electric Vacuum Cleaner.

TWO TOASTER STOVES.

Mary Welsh, of 1333 Western St., and A. P. Howell, of N. Topeka, purchased Toaster Stoves from the Edison Company the past week.

ELECTRIC BOILER AND GRILL

G. W. Weber, of 820 West street, bought an "El Bollo" and W. H. Haynes, of 1216 Boswell, bought an "El Grilstovo" from the Edison Company.

SEW WITH ELECTRICITY

Mrs. M. H. Haig, of 1316 W. 10th St., is now sewing by electricity. She purchased an Electric Sewing Machine Motor from the Edison Company.

ELECTRICAL APPLIANCES AS PRESENTS BECOMING POPULAR

Electrical home appliances are becoming popular for presents, and why shouldn't they? We can think of nothing more pleasing for the wife or sister or sweetheart than an Electric Toaster, an Electric Grill, an Electric Vacuum Cleaner or even an Electric Iron. Chafing-dishes have long been popular presents and an Electric Chafing-dish is just a little better.

Mr. S. V. Pryor, of 1313 Tyler street, purchased an Electric Dining Room Set as a wedding present for his brother, Louis Pryor, formerly of Topeka, who was married to a Chicago young lady a few days ago. The set consisted of an Electric Stove, Electric Chafing-dish, Electric Spray Coffee Urn, Electric Tea-kettle and stand.

For value, usefulness and service, this beats the old "silver chest" (of knives, forks and spoons!) all to pieces. Mr. Pryor is to be congratulated upon the excellent taste he displayed and no doubt his present will be highly appreciated for its own value as well as for the brotherly affection it expressed.

EVERY DAY IN YEAR

Is Electric Iron Weather—Comfort Every Woman Should Have.

The Electric Iron season is not over and the demand continues. All season is summer for Electric Irons. They are the same great comfort for the woman who irons at all times. No housewife should be without an Electric Iron.

Following is a list of those who bought irons the past week: Mrs. R. H. Wolff, 725 Mills building; Mrs. H. B. Baker, 410 W. 13th st.; Mrs. Hepworth, Osage City; Mrs. B. F. Sheridan, 1325 Jackson; Mrs. J. F. Case, 1111 Morris; Mrs. A. F. Bauer, 312 E. 8th; Mrs. C. M. Castor, 301 Davies; Mrs. G. W. Summers, 409 Monroe; Mrs. J. S. Weir, 1018 Quincy; Mrs. V. Borton, 321 Quinton boulevard; Mrs. D. B. McDavid, 400 Kansas avenue; Mrs. A. T. Rowe, 1123 N. Jackson; Mrs. J. M. Brant, 801 Garfield avenue; Mrs. W. L. Goodwin, 1119 Van Buren; Mrs. F. W. Felton, 25th and Ohio; Mrs. J. T. Gephart, Valley Falls; Mrs. John Ritchie, 1104 Quincy; Mrs. Fred Sachs, Ridge

and Munson; Mrs. Wm. Brooks, 901 Buchanan; Mrs. T. M. Carle, 214 Lake; Mrs. J. W. Gibbons, 406 Madison; William Rain, 521 Lake; Mrs. James Reed, 1209 E. 8th; Mrs. Arthur Hamell, 126 N. Madison; Mrs. D. Justice, 113 N. Adams; Mrs. W. Hickox, 422 E. 8th; Mrs. James Hummert, 212 Lake; Mrs. Hattie M. Sturgis, 301 Chandler; Mrs. Ella Fischer, 224 E. 5th.

The home demonstrations of electric irons and other electrical conveniences is still in progress, and the Edison Company is still selling its standard General Electric 6 lb. iron for \$2.50. The regular price was \$3.50.

23 MORE HOMES ARE ELECTRIFIED

Edison Company's House-Wiring Campaign Continues.

Twenty-three more Topeka homes joined the electrical procession the past week, making a total of several hundred that have wired for electricity since the Topeka Edison Company launched its House-Wiring Campaign.

The new 7 cent rate, with 40 cent minimum, and the free inducements the Edison Company offers bring electricity within the reach of everybody and every home in Topeka should now be electrified.

Following are those who contracted for wiring the past week in the west part of Topeka: C. G. Blakely, 1332 Tyler; Mrs. M. S. Mitchell, 1250 Garfield; J. F. Wright, 635 Garfield; Mrs. Nannie M. Schenck, 701 Garfield; C. G. Spaulding, 1043 Woodward; J. T. Traver, 2223 Union; Ed Morand, 2619 Clay; E. A. Bettinger, 2312 Clay; C. B. Calkins, 2609 Clay; Mrs. M. M. Freeman, 2514 Clay; Mrs. E. B. Akers, 806 West 8th; W. R. Bunning, 10th and Liberty; W. R. Martin, 317 Topeka Avenue; G. Clay Baker, 206 The Drive; O. R. Boxell, 2624 Buchanan.

In the eastern part of the city: Mrs. Louise Jones, 223 E. Tenth; John H. Downs, 1124 Quincy; N. J. Shannon, 1035 Lafayette; E. M. Boyd, 1040 Lafayette; C. L. Stone, 415 Reno; A. H. Dyer, 1303 Seward.

WE NEEDED IT

IDEAL LIGHTING

Topeka's "house organ" printed in the daily newspapers

formed personal acquaintances. A large scarehead bulletin on the front of the street cars, a car card and a return post card completed the publicity.

It is possible to indicate the results of campaign in three ways—by the month-by-month record of installations and "discontinuances;" by the report which shows the amount of business done by each salesman; by a graphic comparison between the years 1914-15:

Total for 5 Months	New Appli- cations	Recon- nected	House- wiring Jobs	Amt.
Lutkins	304	32	275	\$ 9,740.50
Pryor	225	4	192	4,630.55
Smith	96	1	85	2,956.05
Hamlin	34	10	30	915.89
Cummings	101	5	68	2,096.95
Schimpff	106	15	50	1,113.51
Engle	41	0	39	1,296.15
Barrett	26	0	13	232.00
Office	248	536	2	38.55
TOTAL	1181	603	754	\$23,020.15

Lutkins served five months; Pryor, five; Smith, two months, 25 days; Hamlin, one month, 16 days; Schimpff, three months; Cummings, two months,

of the efficiency and machine-like precision with which the whole campaign was conducted.

A great deal of the credit must go to the loyal crew of eight men who worked night and day to land the orders. A good share also to R. B. Basham, captain of the squad, whose official title is at present, general contract agent of the Topeka Edison Company. Only 15 years ago, he was a collector for the General Electric Company. Later he became an apt pupil in the Doherty school of practical salesmanship, serving his novitiate under D. N. Warwick at San Antonio. Since that time, he has done extensive field work throughout the west for other central-station syndicates. His final berth, before taking charge of the "Flying Squadron," was that of district superintendent for the Insull interests at Streeter, Ill. Mr. Basham's business biography, as outlined above, offers precisely the lesson needed by rising young central-station salesmen, for the punch behind his Topeka success was developed by 15 years of hustling in a hard-fought field.

Record of Installations for Six Months Beginning March 20, 1915

Month	New Res.	Res. Recon.	Old Res. Newly Wired	New Com.	Com. Recon.	Old Com. Newly Wired	New Old Pr. Power Recon.	Old Pr. Newly Wired	Flat Rate	Total Month	Net Gain for Mo.
Mar. 20											
to Apr. 20	10	69	36	3	10	11		3	1	143	61
to May 20	12	91	90	4	16	8	2	1	1	227	143
to June 20	25	70	131	3	19	18	1			267	166
to July 20	22	66	198	7	12	10		1	1	317	216
to Aug. 20	28	76	208	3	15	10	2		4	346	246
to Sept. 20	20	114	112	5	18	13				282	195
Total	117	486	775	25	90	70	5	2	5	1582	1027

Record of Discontinuances Same Period

Month	Res. Vacant	Fire Res.	Vac. Com.	Fire Com.	Fire Power	Vacant Power	Res. Non- Payment	Com. Non- Payment	Flat Rate	Total
Apr. 20	66	1	9	3	1	2				84
May 20	65		15				3	1		84
June 20	83		13			1	3		1	101
July 20	74		23			3	1			101
Aug. 20	79		18			2	1			100
Sept. 20	74		12				1			87
Total	441	1	90	3	1	8	9	1	1	555

five days; Engle, one month, 23 days; Barrett, one month, seven days.

The graphic chart, accompanying this article, shows the large increase in wiring business from March 20 to August 20, 1915, as compared with the corresponding months of last year. It shows that there was very little difference between the two years from January 1 to March 20, but a rapidly increasing divergence from the time the "Flying Squadron" took hold. The 1915 results have not been charted beyond August 20, but note the tremendous gap between the two August records.

To conclude: one of the surprising facts about the campaign is that the Topeka Edison Company has not had to pay out a cent in salaries to the salesmen. They were amply covered by the margins on the house-wiring jobs which figured a credit of about 30 cents per application for every new customer secured. This is but additional evidence

Prominent Commercial Manager Dies

E. S. Marlow, commercial manager of the Potomac Electric Company, Washington, died on October 25, after an illness of nine months. Mr. Marlow had been connected with the central station at Washington since it was first established, serving in various capacities and through several changes of ownership and organization. He was widely known as one of the big men in the commercial field, and was thoroughly liked by all who came in contact with him.

Hoy and Kiple Move

Robert W. Hoy, commercial manager of the Harrisburg Light & Power Company, has been transferred to a similar position with the Elmira Water, Light & Railroad Company. Both companies are subsidiaries of the United Gas & Electric Engineering Corporation of New York. A. B. Hitzel, the former commercial

manager at Elmira, has resigned to go into business for himself.

Robert W. Kiple, assistant manager and purchasing agent of the Pennsylvania Utilities Company, Easton, Pa., will succeed Mr. Hoy as commercial manager at Harrisburg. Mr. Kiple has had a varied and successful experience in commercial and managerial positions with utilities companies, having served with the Suburban Electric Light Company at Scranton for eight years, as manager for the Wayne County Electric Company, Lyons, N. Y., for seven years, as commercial manager at Sayre, Pa., and general manager at Easton, until the acquisition of the last-named property by the Barstow interests.

Wynne Elected Jupiter

Thomas A. Wynne, vice-president and treasurer of the Indianapolis Light & Heat Company, was elected Jupiter of the Jovian Order at the annual meeting in Chicago. L. C. Bennett was re-elected Mercury. The Jovian Congressmen are as follows: Danial G. Fisher, Dallas; John F. Killeen, Pittsfield; James H. Betts, New York; Henry Harris, Wilmerding, Pa.; M. H. Moffett, Cleveland; J. F. Ranier, Memphis; Chas. A. Barnes, New Orleans; H. R. Palmer, Richmond; Frank D. Beardslee, St. Louis; W. R. Patton, Milwaukee; H. J. Gille, Seattle; J. J. Cooper, Denver; J. H. Pieper, Los Angeles; J. F. Ward, Toronto; F. E. Filer, Winnipeg.

Ohio New-business Meeting

THE first meeting this year of the committee on new-business cooperation, Ohio Electric Light Association, will be held under the chairmanship of J. E. North, at Middletown, Ohio, November 17. The program is announced as follows:—

"Address of Welcome," L. C. Anderson, vice-president of the Ohio Electric Light Association and general manager of the Middletown Gas & Electric Company.

"Electrical Advertising," W. A. Wadsworth, commercial department, Union Gas & Electric Company, Cincinnati.

"Power Sales Problems," H. J. Kunz, new-business department, Toledo Railways & Light Company, Toledo.

"Increasing Small Motor Loads on Central-station Circuits," F. S. Dellenbaugh, Jr., Westinghouse Electric & Mfg. Company.

Features of the meeting will be a luncheon and a visit to the plant of the American Rolling Mills Company.

National Game Electrified

Hereafter, when you see a "big-league" game of ball, you may sit back in the comforting knowledge that the bats, balls and gloves employed have been manufactured by central-station power. The main factory of A. G. Spaulding & Bro., which supplies most of the big-league munitions, has just been entirely electrified by the Brooklyn Edison Company.

National Window Day

A Plan for Making the Wheels of Prosperity Week Turn Together

USUALLY, the various units of a big national celebration are not permitted to scramble off the mark in any order they see fit: some dignitary presses a button which starts the multiform machinery going all at once. Why isn't it equally possible to press a button which will start the whole machinery of Electrical Prosperity Week on the stroke of the appointed hour? It is possible in this way.

The week begins on Monday, November 29. By a little preliminary effort on the part of participating central stations, the great majority of progressive retail merchants throughout the country could be induced to screen their windows on that day, install special Electrical Prosperity Week displays, and unscreen the windows, upon a given signal, say 7 p. m. Due allowances for time differences, of course, would have to be made in the various sections.

This is not an untried idea. As recently as September 15, it was carried out with great success in Warren, Ohio. All but two of the merchants there entered into an agreement to install special fall displays and screen their windows all day until 7 p. m. The Trumbull Service Company loaned extra lamps to every merchant on the flat-rate window-lighting circuit and furnished all excess current used that night, free of charge. As the screens were raised, the window lights flashed on synchronously with the street lights. The idea had been well advertised beforehand, and one of the largest crowds ever seen in Warren poured upon the streets to view the novel sight. The public was so enthusiastic and the merchants traced so much benefit to the unwonted crowds which thronged their stores and bought goods that they now want to open the Christmas season in the same way. Many even want to make it a permanent fall event. The central station added 4213 w., the equivalent of about \$550 in yearly revenue to its window display-lighting circuit.

Now, Electrical Prosperity Week is one of the biggest abstract ideas which has ever been circulated in the industry. Whether it is ultimately to become a concrete fact, or just a big, iridescent bubble to go up in vari-colored spray at the first contact with reality, depends wholly on the electrical industry itself. The plans are all laid: it is now a matter of how earnestly the participants set to work to convert the intangible slogan, "Do It Electrically," into thousands of concrete sales; how well they cash in on the tremendous popular excitement bound to be aroused by the nation-wide celebration.

We might as well face the fact right here: Electrical Prosperity Week can't

justify itself by a series of minor local successes. Too much money and labor have been and will have to be expended to make such justification possible. The event must "get over" in a big, national way, if it is going to prove itself an immensely profitable investment instead of a huge, unwarranted addition to the cost of doing electrical business. This is in no wise an attempt to belittle the Prosperity Week movement, which is certainly very worth while, but to warn that it can't carry by its own momentum. Real push must be behind it every step of the way.

Start the celebration off cold on Monday morning of Prosperity Week and it will take two or three precious days to gather momentum. To boot, Monday is ordinarily a bad day to sell goods, the natural reaction after the lavish Saturday spending. But the window-screening idea, if well advertised in advance, would keep the people on the *qui vive* until 7 p. m. Then as all the store and window lights were flashed on simultaneously, the public would swing fully into the spirit of Electrical Prosperity Week and the merchants benefit by the equivalent of two successive Saturday nights.

Now, the actual unscreening of the windows on an appointed hour is but the climax of a window-lighting campaign which properly would start a week or two in advance of Prosperity Week. It would be a real sales campaign launched with the idea to increase the store and window-lighting load of the central station.

The first thing to do is for each central

station to plan its own series of windows for the week. These windows should be models of window-lighting and thus object lessons to the merchants.

Next, all the merchants should be divided into their natural classes—those who do not light their stores and windows with electricity; those who could use more and better lights. A second division would embrace the various kinds of merchants who perhaps could be persuaded to install special kinds of lighting for Electrical Prosperity Week and other holiday occasions, or even for every-day use.

National Window Day, if we may so label it, would afford the central station an unusual opportunity to sell the merchant who stubbornly sticks to gas-lighting. The Society for Electrical Development's advertising campaign should get everybody talking and thinking about the slogan, "Do It Electrically." Therefore, the hold-out should be clearly shown that if his windows are not filled with Prosperity Week spirit, he will suffer a heavy loss of trade which will naturally gravitate, during the celebration, to the better-lighted stores. It also ought to be easy to persuade many merchant consumers of electric light to install more scientific systems of illumination—more and better lamps and reflectors.

Finally, an analysis of retail stores, from the standpoint of specialized lighting effects, will show that they tend to fall into certain well-defined groups. For example, department-store or furniture-store windows are well adapted to the display of artistic portables in



The Warren company's own window display was notable

This Trade Mark The Guarantee of Excellence on Goods Electrical.



Electrical Prosperity Week Advertising

Prominent in the November 27th issues of these two publications, big announcements of the General Electric Company's Ranges will appear.

On the same date in these two widely read and distributed periodicals of nearly 3,000,000 circulation other electrical manufacturers' advertising will be seen arousing public interest more than at any other time in the year on using electricity for all purposes.

There are seven styles of G-E Ranges to suit different tastes and household requirements.

Modern housewives will welcome a range of G-E reputation and quality in their kitchens.

This is your opportunity—when thoughts are on “Do It Electrically”—to arouse the woman's interest by exploiting a real substantial electric appliance—the G-E Electric Range.

In the coming issue of the Electrical Advertiser special ready-to-run newspaper advertisements have been prepared, so that you may take advantage locally of this new, big, profitable range business. Watch for this new issue of the Electrical Advertiser in your mail about November 1st—it leads to greater use of current in your locality.

General Electric Company
General Office Schenectady, N. Y.

Sales Offices in All Large Cities

This Trade Mark The Guarantee of Excellence on Goods Electrical.



5861

1915 NOVEMBER 1915						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

The Month of
Preparation

Broadsides
of Electrical
Advertising

1915 DECEMBER 1915						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Electrical
Prosperity
Week

Christmas
Shopping

Shortest Day
of the Year

Two Months of Big Business in EDISON MAZDA LAMPS

GET STARTED NOW

November, always a good month for lamp sales will be better than ever this year. With the great impetus given by the Edison Day Campaign and the fast growing public interest in Electrical Prosperity Week the demand is sure to be well above normal.

THREE MILLION READERS

The November 27th issues of Collier's Weekly and the Saturday Evening Post will be full of advertisements sure to arouse a great interest in and demand for electrical products of all kinds.

NOV. 29th—DEC. 4th

Electrical Prosperity Week itself will be celebrated by a blaze of light from coast to coast. Millions of lamps will be used in homes, stores, streets, theatres, everywhere. Make sure now that all those

sockets are filled. EDISON MAZDA C lamps particularly will be in great demand. Be prepared.

MORE LIGHT FOR HOLIDAY SHOPPERS

Now is the time to equip stores with proper lighting for the big Christmas trade. Push the sale of EDISON MAZDA C lamps, particularly the 100-watt for show window lighting, and the larger sizes for lighting store fronts, interiors, etc. There is big business here if you go after it now.

MAXIMUM RESIDENCE LIGHTING

The short days and long evenings and festivities of the Holiday season insure the largest possible demand for lamps for residence use. Start now to equip every customer's home throughout with EDISON MAZDA Lamps.



This symbol on all Edison Mazda Lamps

EDISON LAMP WORKS
OF GENERAL ELECTRIC COMPANY
General Sales Office, Harrison, N. J.

Agencies Everywhere

5885



Guarantee of Excellence
on Goods Electrical

room scenes. Drugstores can also use portables to good advantage as center-pieces in window displays of toilet articles. Fancy grocers, fruiterers and confectioners, and delicatessen shops can utilize special electrical effects in their windows to idealize the goods. They place fine fruit, preserves, wines and candies in their windows in the expectation of creating a demand for their wares among particular people. Consider how the color and high polish of choice fruits could be brought out by intermingling vari-colored miniature lights or even electric fruits and flowers.

To conclude: the Trumbull Service Company of Warren increased its yearly window-lighting load to the extent of \$550, as we understand it, confining their efforts entirely to present consumers. Multiply this amount by the number of central stations who will participate in Electrical Prosperity Week and you have in sight one tangible return on the big speculative investment. If every central station would make it a point to increase the window load of every merchant in its town before National Window Day, the average gain would considerably exceed \$550, and thus the grand total be greatly augmented.

But the raising of the curtain on a brilliant, composite window display, stretching from coast to coast, would take on a much greater significance. It would be excellent evidence that Electrical Prosperity Week was intended to be something more than a colossal new form of entertainment composed of parades, speech-making and circus posters: something more than a vague attempt to "get over" a slogan. Enough selfish sales policy would show through the glitter and the glory to satisfy everybody concerned that Electrical Prosperity Week was inherently a mammoth and well-conceived business proposition. Ultimately, that is what the average American citizen likes—the right blend of "hurrah" features and shrewd business exploitation, even though he knows that it is going to take money from his pocket. How could he enthuse over, even respect, so vast a movement unless he could see plainly that it was headed somewhere—that it was intended to put money in the pockets of somebody he knew? Certainly, the industry will not suffer if the basis of Electrical Prosperity Week proves to be a long series of hard, smashing central-station campaigns tied together by a common thread, that thread to be a nation-wide lighting up of the merchants' stores and windows, November 29, at 7 p. m.

How about your Fire Report?

THE annual report of your local fire commissioner—or whatever title attaches to the officer in charge of the department—is an opportunity for favorable publicity which should not be overlooked. In the past, a great many such reports have been very adverse: whenever a fire occurred which could not be

traced immediately to an exploding lamp or a carelessly flipped cigarette butt, it was placed to the discredit of mythical "crossed electric-light wires." Fortunately, the fire officials corrected this injury in many cases. Their desire is to publish the truth without favor or prejudice. And a recent campaign of the Society for Electrical Development has also helped, as it drew expressions from a large number of fire chiefs who, when the matter was brought to their attention, promised to be very exact in reporting fires attributed to faulty electrical equipment.

As an example of how a fire commissioner can be enrolled as a publicity man for electric service, we quote from the recent report of the New York City commissioner. This report was printed substantially as follows in probably 25 newspapers in and about New York, and probably was read by not less than 2,500,000 people:—

Electricity Reduces Fires

"The substitution of electricity for other methods of heating and lighting in this city during the last year was responsible for the low percentage of fires, according to figures compiled yesterday from the report of Fire Commissioner Robert Adamson. The estimated loss from fire last year in New York was \$8,217,811. Only 3 per cent of the total loss is attributed to defects in electrical systems or traceable to violations of the Fire Department's warnings.

"These figures are remarkable in view of the fact that the city has 375,037 buildings among which are the tallest structures in the world. Most of the fires were caused by the careless use of matches, kerosene, gasoline and coal stoves. Fires from these sources totalled 13,953 during the year.

"In other cities also there has been a decided decrease in fires, due to the use of electricity. Only 1 per cent of the damage done in Boston, according to reports, was charged to electricity. Out of 200 fires in Louisville, Ky., two were attributed to improper insulation."

Two Million S. E. D. Folders

A 6-page folder entitled "How Much Better the World Is Since Electricity Became Your Servant" is being offered free to members of the Society for Electrical Development. It is said that 2,000,000 copies of this folder are being printed for use in connection with electrical prosperity week.

E. R. Kelsey, manager of publicity department, Toledo Railways & Light Company, says: "I secured more advertising and salesmanship suggestions out of the last issue of *Electrical Merchandise* than from any one source that has ever come to my knowledge. Personally I cannot see how any central-station salesman can be without this publication."



No. E 8166
\$20.00

The Last Word in Electrical Christmas Gifts

Electrical devices which will appeal to your most discriminating trade.

Made from nickel silver, heavily silver plated in the old English Chased design, these goods are absolutely distinctive in appearance and make exquisite gifts for all occasions.

An early display of UNIVERSAL American-Sheffield appliances means a share of the Christmas business which would ordinarily go to the jeweler or silversmith.

UNIVERSAL American-Sheffield Plate

The line includes two types of Coffee Urns, an Urn Set, a Coffee Percolator, Tea Samovar, Tea Pot, Water Kettle, Chafing Dish and Toaster. Each one, in addition to its beauty, has the mechanical points of superiority which have made the UNIVERSAL line famous the world over.



LANDERS, FRARY & CLARK

New Britain, Conn.



No. E 840
\$18.00

MERCHANDISING METHODS

Sales Campaigns

Window Displays

Advertising

A Typical Christmas Campaign

Definite Plans Suggested. Step-by-step Outline Based upon Successful Methods of Leading Central Stations and Contractors

THE majority of unsuccessful selling campaigns fail because they are not carefully planned. And the reason they are not carefully planned is because very few men realize what careful planning, as applied to the selling game, really means.

When a big manufacturer decides to spend \$100,000 or so on a sales and advertising campaign, it is natural to expect that he will proceed carefully—and he does. He spends, say, \$10,000 in preliminary surveys; another \$5000 in conferences, the preparation of trial ads and the sounding out of the trade on the most likely plans; then he puts a \$5000 man in charge, besides paying \$10,000 to his advertising agency. From 25 per cent to 33 per cent of the campaign funds are thus spent on *brains* and *plans*. The amount of preliminary work is often greater than the work involved in the campaign itself; in other words, the plans are paramount, while the carrying out of these plans is simple routine. So it is with any sales campaign. The plan is more than 50 per cent of the whole work.

Realizing the importance of plans, the farsighted manager will not begrudge the time they require for formulation, even though such work may appear non-productive. Nor will he be lightly swayed from his plans when once they are completed. If it is true that 50 per cent of campaign fizzles are due to lack of definite plans, it is equally true that another 25 per cent of the failures can be traced to vacillation, indecision and a faint-hearted acquiescence to every suggestion during the progress of the campaign.

THE first step in your Christmas campaign is to sit down in a quiet corner with a pad and pencil, and consider these factors:—

What merchandise shall be sold?

Around what definite proposition will the campaign be built?

To what extent shall the cooperation of local electrical interests be solicited?

What advertising will be done?

What features of store and window display will be used?

What policy and method of salesmanship will be employed?

If each of these problems is solved, and the solution reduced to simple

terms and frictionless procedure, the campaign will be a success. If any of the problems is settled on snap judgment or left in abeyance awaiting inspiration or the drift of circumstances, the campaign will succeed only by luck.

Let us attack the first question first, "What merchandise shall be sold?"

Obviously, a Christmas campaign must centre about appliances suitable for gifts. The available merchandise includes chafing dishes, coffee percolators, tea kettles and samovars, portable lamps, electrical toys, Christmas-tree lighting

ment store or speciality shop, and that is the *novelty* of electric gifts. Your Christmas sale should hinge around some such slogan as, "This Christmas Give Something Electrical," which, if repeated often enough, will make the campaign stand out with an individuality which no other merchant can match.

Thus far, we have arrived at three decisions:—to restrict our sale to appliances obviously suitable for gifts; to bait our sale with three good "leaders," and to key our advertising with the "Give Something Electrical" slogan.



A Christmas slogan design that breathes a happy holiday spirit.

outfits, and novelties. The more utilitarian appliances will appeal to practical folk, but should not be pushed: let them take a natural place in the background, quickly available when called for, but not obtruding upon the Christmas spirit.

Next, what definite proposition shall the sale centre upon? This question resolves itself into choosing what other merchants call "leaders"—not necessarily items upon which the price is cut, but things which represent obvious good value—in short, bargains. There are available many portables, and complete lines of heating appliances, which can be employed in this way as bait. The price can be made attractive without resort to price-cutting, for the reason that there is no established price to cut: it is a question of setting your own price. In choosing "leaders," it is well to remember that no single item will appeal to all classes of your public, and, therefore, it is suggested that a portable, a toaster and a chafing dish be selected. On all three, there should be set odd prices—and low prices.

But there is another feature, which can be used by electrical merchants and which is not available to the depart-

THE next step is cooperation.

It is plain that if the central station and all the electrical dealers will pull together in the same direction, the combined result will be greater than if each goes his independent way: therefore, the central station should endeavor to have the dealers utilize identical or at least approximately the same class of merchandise as "leaders" and adopt the same Christmas slogan. For if the public finds the "Give Something Electrical" slogan staring from every electrical-merchant's store, incorporated in every electrical-merchant's advertising, printed on every electric-light bill, blazoned on the card of every electrical man—if the public is reminded twenty times a day in twenty different ways to "Give Something Electrical," the chances are that a very great many electrical gifts will be chosen.

In soliciting the cooperation of dealers, the central station may well employ its buying power to purchase the "leaders" used by dealers. The effort should be not to cut away all profit on these "leaders," but to procure and offer the public several items of exceptional value. Christmas time is no occasion for selling "at cost;" also the cooperation of the dealers is not going to be very hearty if they are asked to sell on a microscopic margin. Yet the "leaders" must be sold cheap. It must be made plain to the dealers that the cooperative use of the Christmas slogan will compel the public to consider electrical gifts, that the "leaders" are bait to get the public into the stores and, therefore, can profitably be sold on a less-than-normal margin, and that adherence to prices on standard merchandise will bring the real profit.



10,000,000

BETWEEN now and Christmas, the "Hedlite Iron" girl will show ten million readers of popular magazines the new electric iron feature, and they will remember it when buying their gifts.

This new feature—a warning signal to turn the current "off" and better working light than overhead lamps give, will make the Hedlite electric iron one of the most popular gift articles this Christmas. It is an article that is certain to appeal to those who are looking for something new to give.

The Hedlite Iron is the biggest booster of the year for electric ironing. It gives new life to your window display. It gets everybody's attention.

By featuring the "Hedlite," you can make this national advertising bring new customers to your store and increase your Christmas trade. Arrange now for your Electrical Week and Holiday displays.

Pittsburgh Electric Specialties Co.
The Specialty Manufacturers
Pittsburgh, Pa.

Cooperation, however, should not stop with the mutual adoption of a slogan and the economic purchase of merchandise. It should, and easily may, extend to unifying the window displays, fitting the advertising together into a homogeneous campaign in which the individuality of each merchant is enhanced rather than submerged, and developing a soliciting plan in which all may share.

If these propositions are offered in definite form to dealers, they will undoubtedly cooperate. The trouble in the past has been that such suggestions have been either vague or selfish.

ADVERTISING a Christmas sale is at once the easiest and hardest job for an ad-man. The difficulty is to get the Christmas spirit without losing the practical commercial value. You are asking people to buy, yet the spirit of Christmas is to give.

Your Christmas-advertising campaign, like your sales campaign, should be based upon the "Give Something Electrical," slogan. Here are some of the ways this slogan can be employed:—

In an anagram contest—

As a headline on all newspaper advertising—

On all bills—

On all envelopes—

On all letter heads—

On all window cards, store-display cards and price cards—

On all street-car cards—

As a banner stretched across the street in front of your own and each dealer's salesroom—

As the centrepiece to all window displays—

As a banner on the sides of your own and all dealers' delivery wagons and trucks—

Stamped in red upon each representative's business card—

As an advertising slide at all picture shows—

On painted bulletin boards or billboards—

As a special electric sign over your door or a miniature electric sign inside.

To make the slogan effective, a suitable design should be employed with it; in other words, by adopting a characteristic form of slogan as well as a set phrase, the effect will be doubled. Having decided upon the design and phrase, arrange with a local printer to print the slogan in red upon a stock of bills, envelopes, letter heads, cards, etc., and as part of your cooperation, offer to have the same done without cost for all your dealers. Then decide upon a standard form of display window card and procure enough of them printed with the slogan to supply all dealers, as well as yourself. In whatever other manner the slogan may be employed, offer the dealers a chance to bulk their requirements with yours, thus getting the minimum *pro rata* price and also insuring a wider employment of the slogan. To be effective, the slogan should be everywhere.

In addition to the slogan, there is newspaper advertising. When your plans have been carefully laid and the main points of your entire series of advertisements settled, call upon the business managers of the local papers, explain your ideas and either get the newspapers to grant you a bulk price upon all electrical advertising, or ask them to cooperate with you in inducing all the dealers to advertise. If you are able to get a bulk rate, you can go to the dealers with this as an inducement for them to do additional newspaper advertising during the holiday season. If such a concession cannot be secured from the papers, then at least you will have the effect of the newspapers' solicitation to re-inforce your own. In either event, it is probable that by opening your hand to the papers you will succeed in having much more local electrical advertising this year than normally.

It is probably not worth while to try to arrange for any definite amount of space. Let each dealer use his own judgment, filling his own newspaper space in his own way, but insist upon the continued use of the slogan design and the featuring of the "leaders."

In addition to the use of the slogan wherever possible, and the aggressive use of the papers to offset the advertising of the department stores and specialty shops, the possible advertising campaign may include special Christmas leaflets and booklets issued without charge by manufacturers, the Christmas booklet of the N. E. L. A. which is offered at cost, and special booklets where the size of the company warrants the expense of special material. Even such material, however, whether sent out by the central station or the dealers, should carry the slogan either printed or rubber-stamped prominently upon it.

WINDOW trimming is an important feature of campaign success. Folk who see an advertisement that attracts, almost invariably look in the windows before going into the store which prints the ad. If they see in the window no connecting link between the ad and the display, they conclude that the proposition advertised was not of much importance, else why is there no display? Personally, I have turned away many times from shops which had advertised attractive bargains, simply because, when I came to the window, I saw no further reference to the matter and concluded it was some odds-and-ends sale. Another point: many people who note advertisements only casually and who are not thereby stricken with the grim determination to buy, will stop, look and purchase when their attention is arrested by a clever window which repeats the newspaper appeal. In short, a window well dressed to match the newspaper offer will double the newspaper's efficiency; therefore, it is only common sense to "tie in" both your own and the

dealers' windows with all the other advertising.

Not many dealers know how to trim windows. For that matter, not many central stations know how in spite of the sturdy efforts of the electrical manufacturers and friend Edgell. If the Christmas campaign is to be the well-rounded success for which we are working, steps must be taken to assist each dealer with his windows. Probably the simplest and best way would be to make sketch plans of each dealer's window and forward these to the Society of Electrical Development with a request that several displays be arranged incorporating the features of the campaign. In this way, definite advice by a real authority would be forthcoming, and all of the windows would "hang together." Even with the plans for display and specific instructions for using them, it will probably be necessary to assist the dealers in the installation. If the job seems worth while, the cooperation of a display man from a local store can be obtained for a few dollars; or if this is not possible, there are window-trimming concerns which will send an expert at fair price who will do all of the windows and give them a professional touch not often seen among windows of electrical merchants. Whatever plan is followed, the main idea is this: do not lose the advantage which unified display will bring; do not let the dealers fail of real success through losing the big advantage which a well-designed display will insure. Impress upon each dealer the fact that all the windows will work for the good of all the dealers, and only by having strong and unified displays can they gain the fullest returns upon their effort.

A CLEVER way to co-ordinate the efforts of the central station and a number of dealers is by use of some sort of contest. For this purpose, the "anagram contest" is ideal—even though ancient. To institute such a contest it is suggested that the Christmas slogan, "Give Something Electrical," be chosen as a basis. The scheme is to give a prize, or several prizes, for the most complete lists of real words evolved from any or all the letters composing this phrase.

THE EVENING GAZETTE, TUESDAY, DECEMBER 15, 1914.

	<h2>Give Something ELECTRICAL</h2>													
<h3>Her Christmas Present—</h3> <p>CHRISTMAS MORNING IS THE BEST TIME OF THE YEAR TO GIVE HER THE MOST PLEASING OF GIFTS.</p>  <p>Electric Percolators We Carry The Leading Makes</p>	<h3>COGHLIN'S</h3> <p>Practical Christmas Gifts</p> <p>Table Lamps \$5.00 to \$75.00</p>	<p>"Quality Always First"</p> <h3>Universal Electric Utilities</h3> <p>are the same price the country over, and the same quality. We handle as large a line of Universal as any firm in the country, including:</p> <table border="0"> <tr> <td>Chafing Dish</td> <td>\$10 to \$15</td> </tr> <tr> <td>Egg Boilers</td> <td>\$8 each</td> </tr> <tr> <td>Coffee Percolators</td> <td>\$7.75 to \$16</td> </tr> <tr> <td>Tea Balls</td> <td>\$8.50 to \$12</td> </tr> <tr> <td>Insulation Meters</td> <td></td> </tr> <tr> <td>Chafing Pans</td> <td></td> </tr> </table> 	Chafing Dish	\$10 to \$15	Egg Boilers	\$8 each	Coffee Percolators	\$7.75 to \$16	Tea Balls	\$8.50 to \$12	Insulation Meters		Chafing Pans	
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Dealers' advertisements in the newspaper should be grouped under the Christmas slogan

In order to tie in the dealers with the campaign, there should be procured a large number of printed slips or coupons containing the conditions of the contest and serial numbers. These should be distributed to the dealers who will give them out during the Christmas sale to everyone making a purchase of a current-consuming appliance. The central station offers the prizes, which without being expensive, should be selected to look "worth while." It is best to close the contest a day or two before Christmas, so that the prizes will be received by the fortunate anagrammists as Christmas gifts from the lighting company. It might be well to restrict the contest to school children, but this is a matter of local conditions.

Such a contest, in which all the dealers would be able to have a hand, would do a great deal to unify the campaign. Also, the advertising value of having several thousand of the public studying over the words, "Give Something Electrical," is not to be lost sight of.

Guessing contests also are effective. The trick of putting a number of miniature lamps into a large jar and giving a Christmas-tree outfit to the lucky person who first guesses the exact number of lamps, is a variation of the bean-guessing contest which features every county fair. There are dozens of like schemes. The main idea is to select a something-for-nothing proposition which will enable you to include the customers of every contractor, thereby tying the entire campaign together and making each work for all.

SALESMANSHIP, and its method of application, is the crux of any sales plan. The salesman should be an enthusiast, but to be one, he must have an understanding of the part he is playing in the destinies of the sale.

Also, he must have a personal selfish interest.

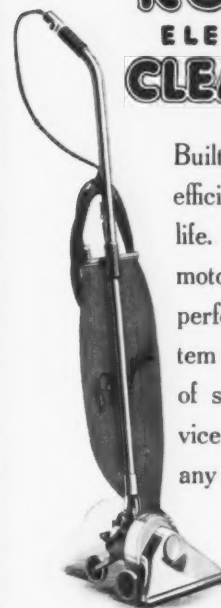
It is my belief that one of the best ways to arouse human enthusiasm is to let the man see that he is making money through his effort, and that neither luck, influence nor educational advantage will prevail over good, honest work.

One central-station commercial man secured excellent cooperation from dealers

When Quality Counts

THE man who buys his wife an electric cleaner for Christmas is especially interested in the quality—price is a secondary consideration. For this reason the holiday season has always been a good season for

ROYAL ELECTRIC CLEANER



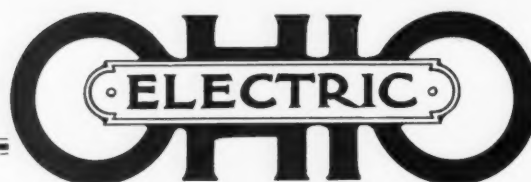
Built for cleaning efficiency and long life. Highest grade motor, balanced fan, perfect oiling system insure years of satisfactory service. Does all that any cleaner can—

and more than most attempt.

Backed up by a square-deal policy and real sales help for dealers.

Write for proposition.

The P. A. GEIER CO.,
5108 St. Clair Avenue,
Cleveland, Ohio



SUCTION SWEEPER



Double lined dust bag—another exclusive OHIO feature. Dust cannot possibly escape by penetrating the fabric. Easily emptied.

Pull switch connected to handle so that the motor may be started and stopped without bending. The convenient Safety First feature.

A real vacuum cleaner. Has greater suction and pulls a larger volume of air than any other cleaner of this type. Like water, more air means more dirt removed.

Patent Valve which absolutely prevents dust from dropping back into fan chamber.

Belt-driven revolving brush dislodges coarse dirt, threads, lint, etc.

Light weight, perfect balance, trouble free motor.

Here are the principal reasons why women prefer the OHIO to any other cleaner and why our present extensive factory facilities are rapidly becoming inadequate to cope with our output. Dealers everywhere, including many central stations are cashing in on the OHIO'S increasing popularity—are YOU "on"?

Let us show you how to increase your Christmas trade with the OHIO.

Write Dealers' Co-operative Department.

The Wise-Harrold Electric Company
New Philadelphia, Ohio

"American
Beauty"
Electric Iron
The Best
By Ironing Board
Test
GUARANTEED FOR
ALL TIME



American Electrical Heater Company
1335 WOODWARD AVE.
DETROIT MICHIGAN U. S. A.
OLDEST AND LARGEST MAKERS



was not home, a check mark indicated the fact, and an initial established the salesman's identity on the card. If the prospect was at home, it was ascertained what appliances she owned, what interest in, if any, and the fact that an appliance was left on trial.

Make Your Vacuum Cleaner

The National

Superiority Efficiency Durability

Specifications

Pistol Grip, Handle Switch, 12-in. Suction Nozzle, Positive Thread Remover, General Electric Motor, 200 Hour Oiling System, Low Clearance (5 1/4 inches above floor).

The Standard in Vacuum Cleaners

The National . \$25

Attachments Complete, \$7.50

For a limited time we are giving with each National Cleaner purchased, one General Electric \$3.50 Iron, or \$3.75 Toaster.

Our representative will call to show you the National Cleaner, also a complete line of General Electric Company appliances at most exceptional prices.

Buffalo and Niagara Falls Electric Light and Power Co.

107-109-111 MAIN STREET.

Bell Phone, 1075. Home Phone, 175.

Nothing spectacular about this ad, but it did its work

Two forms were carried—one for trial receipts and one for sales receipts. If an appliance was left on trial, the customer signed for it; if an appliance was sold on time, the deferred-payment contract was signed by both customer and salesman and the first payment receipted for. The men were paid on a combination salary and commission basis which neither put a premium on trickiness nor penalized honesty. Three single horse rigs were used in the campaign,



The Ridlon crew ready for a day's canvassing

each carrying two men and a few appliances for trials and demonstrations.

On the devices sold during the first four weeks of the campaign, our Company figures an income of \$1500.00 per annum. But this is only the beginning. The follow-up work, based on the information secured during the census, should easily double this result. It is the idea of the Ridlon Company to leave one or two men in the city after the campaign is completed, these men to follow up all the not-at-home reports, all the reports which indicate that the customer is interested, but could not at the first call be brought to sign either a trial order

of the campaign, for since the trial appliances come back it cannot be credited to anything but the campaign effort.

We cannot speak too highly of this plan of campaign—for I feel that it is a plan and not a scheme. It has given us good results, and permanent results. That is the true test of any sales effort.

Yuletide Porch Lights

WHILE merchandising occupies the centre of the stage during the holidays, there is no reason why advantage should not be taken of the season to boost the current revenues and the sales of lamps. A suggestion along this line was recently made in the *National Mazda Stimulator*, and bears repeating.

"Solicit the householders to burn a cluster or a string of red and green lights over their doorways during the week from Christmas to New Year's Day. These might be any type of lamp from a 10-watt sign lamp to a standard 25- or 40-watt Mazda, and the coloring could be accomplished at almost no expense by dipping, thus obviating the necessity of stocking the colored lamps.

"A little ingenuity would develop a scheme for installing such lights in an artistic manner and with very little expense. The benefits are not alone the consumption of a kilowatt-hour which each installation would average during the holiday week, but it also would be a great object lesson in the artistic and practical value of porchlights."

The Community Christmas Tree

THE idea of an electrically lighted community Christmas tree is by no means new, but this is the season when the first steps should be taken if your city is to have one. Almost 100 cities, large and small, reported community Christmas trees last year and not one denied that it was the leading feature of the holiday.

Various plans have been followed in starting the movement for such a tree, the most effective being to have it under the auspices of the local business-men's organization or fathered by the city, itself. Frequently, the cost has been split among the business men, the city and the lighting company—the business men paying the cost of the tree, the city providing space and labor for its erection and trimming, and the central station furnishing the current to light it. As a rule, the tree is first lighted on Christmas Eve and allowed to burn each night until after the New Year.

The community Christmas tree is an inexpensive way for the central station to participate in a civic event of great consequence, and those central stations which have taken the initiative in such a movement report that it has had a wonderful effect upon public opinion.

William E. Keily, expert in public-utility relations, says: "I value the cleverness and alertness of *Electrical Merchandise*."

Put Your House In Order Electrically

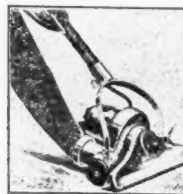
during the

SPECIAL ELECTRIC DEMONSTRATION

Commencing

Thursday, September 16

Watch for our representatives who will call on you and demonstrate General Electric Co. Appliances and National Vacuum Cleaners. The price will interest you.



Buffalo and Niagara Falls Electric Light and Power Co.

Bell 1075 107-109-111 Main Street Home 175

No prices stated, but the advertisement got results

or a straight sale order, and even to get into the homes which show that no appliances are installed and that the customer is not interested. In short, the campaign amounts to a census, plus a bargain sale, plus deliberate and careful follow-up.

In this campaign we employed liberal newspaper space, but we do not charge this wholly as campaign expense. We figure that a certain amount of space would be used anyway, and that the excess purchased for this special campaign is more than offset by the profit on the current consumed by appliances placed on trial. This trial-period consumption is only a fair credit for the sales department. It is consumption which would not accrue except as result

Faulty Electric Windows

The Most Common Defects and Some Simple Ways to Correct Them

BY ROLAND B. CHESTER

FIGURE 1 is the sketch of a typical electrical-dealer's window. Laid upon its imitation hardwood floor are dry cells, door bells, push buttons, flashlights, insulators, fuses, tape, fans, irons, toasters, percolators, radiators, wire, motors and a row of lamps of various sizes. A dozen advertising hangers of assorted shapes and subjects are plastered on the sides. The back is open, and the interior of the store, with its shelves, counters, clerks and customers, can be plainly seen.

The nickel of the apparatus is dull, the cartons faded, some of the hangers torn and stained, while over all lies a fine layer of dust. With a few minor changes, such as the substitution of more irons, toasters and perhaps a vacuum cleaner for the doorbells and flashlights, this typical dealer's window is also typical of many small central stations. You have often seen such a window. Indeed, it is a favorite of the electrical trade. But in spite of its popularity it is bad—very bad—in fact, worse than no display at all. Better far a neatly lettered sign on a clean window pane and an artificial palm or two. To be specific here are some of its faults:

It is neither attractive nor interesting, and, therefore, will not gain the attention of the passer-by.

It does not make a forcible appeal to any class of prospective buyers.

Its confusion of merchandise leaves no impression on persons who happen to glance at it accidentally.

The naked lights, the view of the store in back, and the jumble of hangers, all help to prevent the goods from being noticed.

The goods are placed on the dead level of the floor—the most uninteresting arrangement possible.

The background is of real or imitation hardwood—a poor background to display the goods effectively.

Since a sample of nearly everything in stock appears in the window, there is no reason to make any changes in it. Hence its dingy appearance, which repels possible customers.

In fact, only one thing can be said in favor of this window; it informs the public that its owner is an electrical dealer, but unfortunately it also suggests, truthfully or otherwise, that the dealer is not very enterprising.

If the central-station sales manager is assured of all the trade he can possibly handle, he is justified in neglecting his show window, although even then he should keep his window clean and his stock fresh. However, if he desires to keep his business from going downwards,

he must rely on publicity of some kind to bring in new customers. And of every kind of advertising at the disposal of the retailer, the display window is by far the most important because it reaches more people, and reaches them more effectively and at less expense than any other method. Besides, it vigorously supports newspaper advertising, direct-by-mail folders and letters and personal solicitation. This fact requires no argument. Let us rather consider how we can improve our window with the least expenditure of time and money.

IN the first place, let us clean everything out, take down the hangers and faded drapery, wash the window panes and woodwork and repaint and varnish the latter, if necessary.

The floor should be in a presentable condition and if it is of hardwood, so much the better, but as we shall see, we should not ordinarily allow much of it to show.

The illumination is of first importance, and electrical men should invariably make their windows models of proper lighting. The light should come from concealed lamps placed at the top and equipped with any of the special types of reflectors supplied for window purposes. Never let a naked light be visible.

A background of some kind must be installed to cut off the view of the store in the rear, otherwise the spectator's

attention will be inevitably drawn away from the goods on display. A panelling of oak, walnut, or mahogany, real or imitation, makes the best background, but is, of course, expensive. Simple hangings of plush or even burlap arranged in loose folds with no attempt at draping, are entirely satisfactory. The color should be a medium tone of brown or green, since a dark background will transform your window into a mirror on bright days and prevent the display from being seen. In placing the goods in the window, the following principles should be observed:

Simplicity:—Display only one line or related lines at a time. Thus, one display should be confined to fans; another to dry cells, door bells, push buttons, annunciators and wire; another to toasters, percolators, disc stoves and other cooking utensils; third, to irons. It is characteristic of the human mind to be interested in and to remember only those things which it can easily comprehend. Hence, a simple window has a far better chance of making a lasting impression than one containing a multitude of items.

Changes:—Few people will look at a given window display more than once. Thereafter a passing glance is all that it will get. But any change will be instantly perceived and will gain fresh attention. Frequent changes in the display are, therefore, necessary to keep the

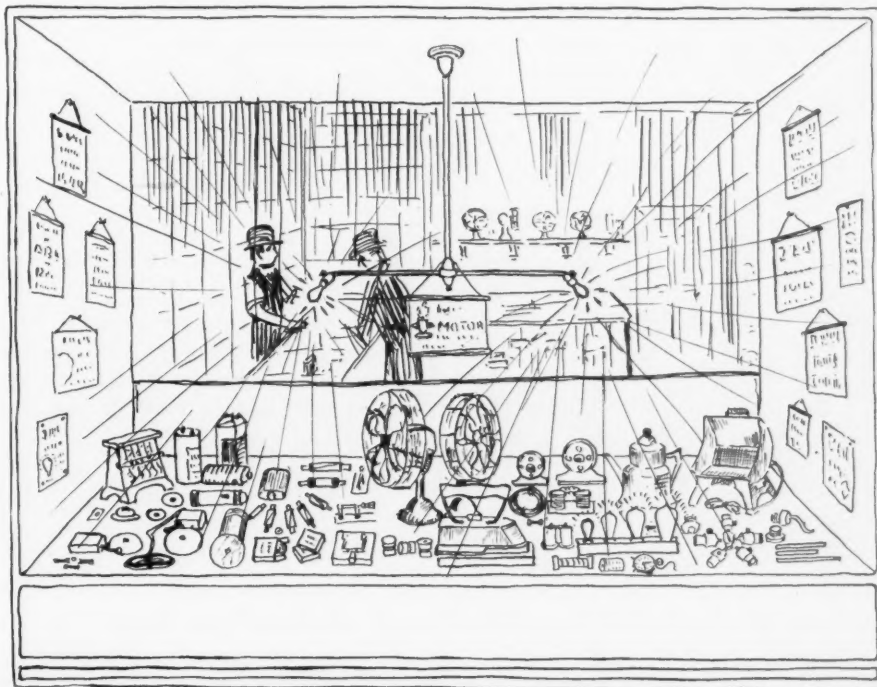
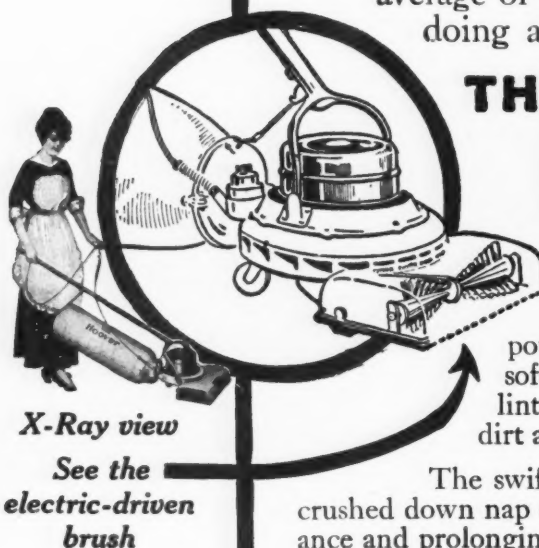


Figure 1. This typical electrical window advertises nothing because it advertises too much

Business is fine with Hoover dealers

Business on Hoover Suction Sweepers has practically doubled during 1915—and of all the classes of dealers handling The Hoover, the greatest increase has been made by central stations. For instance, six central stations have done a business on Hoovers of \$107,095—an average of over \$18,000 and there are many others doing almost as good.



THE HOOVER SUCTION SWEEPER

sells fastest and easiest because of merit. It is the only electric carpet sweeper and vacuum cleaner combined. In addition to cleaning with powerful suction, its electrically revolved brush of soft hair sweeps up the clinging hair, threads and lint—and shakes to the surface the heavy imbedded dirt and grit—so that the suction can *remove it all*.

The swift-whirling brush of The Hoover also raises the crushed down nap of the carpet or rug, greatly improving its appearance and prolonging its life.

It is easy to show the consumer that The Hoover is in a class by itself, by the demonstration. If you are not convinced on this point yourself, it is because you have never taken time to examine The Hoover carefully yourself, and it is time you found out for your own information just what it *will* do.

Let us send you a Hoover to demonstrate to yourself

It will take only a few minutes to find out just what it will do. You'll know then why it is making such great selling records. We will also send you full information of the selling plan which has been very successful for the central stations that are using it.

The Hoover Suction Sweeper Co., 904 East Maple Ave.,
NEW BERLIN, OHIO

The Hoover Suction Sweeper Co.,
904 East Maple Avenue, New Berlin, Ohio

Gentlemen—

With the understanding that it does not place us under obligation, you may send us for our thorough examination a Hoover Suction Sweeper. Please send us also particulars of your selling plan.

Firm name

Post office

State

Your name

window interesting and secure that repetition of attention which is such an important part of successful advertising. A change every week is desirable—every two weeks at the very outside.

Kind of Display:—Electrical displays can be divided into two classes; merchandise and special. A merchandise display consists solely of goods and is the cheapest and easiest to install. But its advertising power is relatively weak, since the public is not particularly interested in electrical goods for their own sake as it is in dress goods or jewelry. There are exceptions to this rule such as fans in early summer, lighted electric radiators in early fall and electric household ware and toys at Christmas time. Merchandise displays are also more effective when the goods shown are offered at a reduced price or have some timely or local interest.

once every two months, if not oftener.

Motion Windows:—Your own experience will teach you that a moving object in a window will instantly attract attention; and who can get moving objects more readily than an electrical dealer? A fan in operation will help any window, especially if it is made to blow draperies or foliage gently about. Small machines driven by little motors are always interesting, and a motor-driven turntable carrying a display, is as attractive today as when first invented. Shaded lights, flashed by skeedoodle sockets or flashers, put lots of life into a window.

Drapery:—An indispensable part of any window-trimming outfit is an ample supply of draperies to lay on the floor and cover the pedestals. Plush is best and there should be enough to cover loosely the entire floor of the window and about as much again in pieces of

by making pedestals out of boxes and covering them with drapery.

Balance:—At least one fundamental principle of design must be understood by every one who attempts to trim windows and that is "balance." Our eyes are trained to recognize, subconsciously, conditions of equilibrium and demand its appearance in all designs, pictures, architecture and window displays. A badly balanced design is unpleasant even if the reason why is not known to the onlooker. A good window display is often balanced bisymmetrically, or like weights on a scale. That is to say, the objects are exactly balanced on each side of the centre as in Figures 2a and 3. But it is also possible to balance unequal weights, as in Figure 2b, by placing the larger weight proportionally nearer the centre as in Figure 4. Window displays of this kind are more pleasing

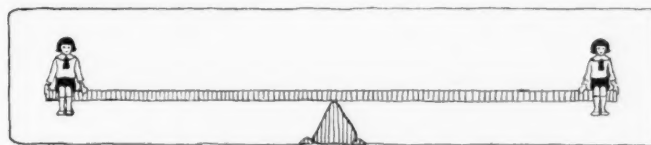


Figure 2A. The principle of bisymmetric balance: equal masses or weights at equal distances from centre

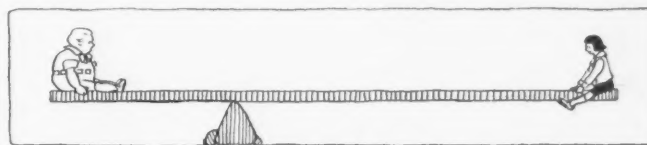


Figure 2B. The principle of asymmetric balance: unequal masses or weights at unequal distances from centre

By "special displays" is meant windows that convey some idea. This may be a selling idea, such as the coolness of fans, the warmth of radiators, the convenience of electric irons, or it may be a decorative or seasonable idea, such as a Fourth-of-July, an autumn-leaf or a Santa-Claus display. The merit of special displays lies in the fact that the public is deeply interested in ideas and hence, such windows will always draw considerable attention. In this way your store and your business are impressed on people who may have passed your shop for years and never known it existed. Moreover, your store is given a progressive, up-to-date appearance which unquestionably attracts customers. Of course, special windows require more thought and often, though not necessarily, more time and expense to install than merchandise windows, but they are well worth all they cost and should be used at least

various shapes and sizes for draping. Crepe paper is fairly satisfactory, but is rather stiff to handle for one who is not an expert. Also, it must be constantly renewed as it fades and becomes torn and dusty. The color of the drapery should be a dark tone of green, brown, crimson or purple as the polished metal of most electrical goods shows best against it. Motors, or other dark objects, require a light background and can be laid on the hardwood floor or on a background of light colors. Study department-store windows for the proper handling of draperies.

Height of objects:—It is fatal to interest to place all the objects in the window on the floor. Always arrange goods in a series of heights ranging from about the level of the spectator's eye down to the floor. Stands of various kinds can be purchased for this purpose, but perfectly satisfactory results can be obtained

than bisymmetrical displays because they are less mechanical. They also permit of greater freedom in arrangement and require fewer goods to make an effective showing. It is, of course, impossible to figure out in advance the relative values between a large and a small mass, but the window is easily installed by placing the larger mass near the centre and then adjusting the smaller one by various trials until it is obviously in the right place. One who has never tried this will be surprised to find how sensitive his eye is to proper balance.

Show Cards:—To be more than a mere bit of decoration, a window must contain one or more showcards which will induce the passerby to step inside and buy. What facts should be written on them depends entirely on circumstances. In one case reduced price would be the feature; in another, economy of operation or saving in time and labor; in a third,

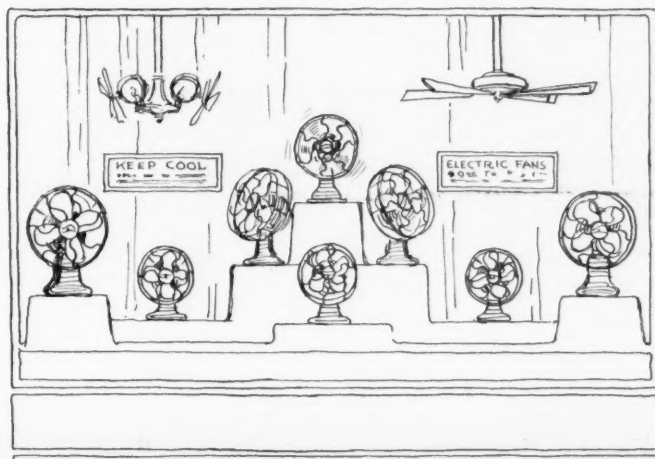


Figure 3. Bisymmetrically balanced display

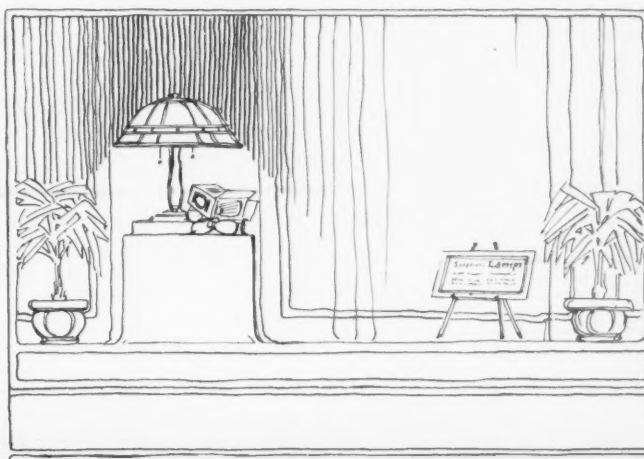


Figure 4. Asymmetrically balanced display

safety and cleanliness. In every case, there is some reason why the goods on display should be bought, and this must be stated in attention-compelling form on a show card if the sales are to be made. Manufacturers furnish window cards which can often be used to advantage. But special cards are needed in most cases. Such cards can be obtained from professional card writers, but a better plan, because cheaper and more convenient, is to pick out a likely clerk and supply him with an instruction book on card writing and a simple outfit as indicated in the book. Any one can prepare presentable cards with little training, and if the clerk is at all interested, he will soon become fairly expert.

I have written this article with the feeling that a considerable number of central-station sales managers are open to practical suggestions on window trimming from experienced men in their own industry. I have not attempted to hit the high spots, but simply to lay down the fundamentals of a good central-station window in A-B-C form. These fundamentals are: clean and freshly-painted walls and floors; good backgrounds and effective draperies; pedestals and a reasonable assortment of other accessories for the proper setting off of goods; concentration on one object or line of goods; frequently changed displays; features full of interest—motion features wherever possible; objects properly arranged from the standpoint of height and balance.

Window displays arranged in accordance with these basic principles are the most vivid and concrete advertising medium of the central station. The principles can be applied in displays, in which the costs have been pared down to a fine point, just as well as in the most elaborate displays. There is, therefore, no excuse for the prevalent neglect of central-station windows.

Courtesy Reminders

THE Mahoning and Shenango Railway & Light Company has adopted a clever method of reminding its employees to be courteous and tactful at a time when it is particularly essential that they be so. Cards about three and one-half inches square and with a hole an inch in diameter punched therein, are supplied for attachment to the mouthpieces of the company's entire 250 telephones. New cards are issued monthly, each with a pertinent reminder of the value of courtesy. The following are examples of some of the mottoes:—

"You may have a good excuse for being grouchy, but may be the person to whom you are talking does not know it. Be courteous and tactful.

"May be the person to whom you are talking wants to buy something from us, but even if he does not, be courteous and tactful.

"We have heard of young ladies winning husbands by their pleasant telephone manners. It's a good plan

for winning a better job. Be courteous and tactful.

"None of us are so important that we can afford to be unpleasant in our conversation over the telephone. Be courteous and tactful.

"What you are saying over the 'phone and the way you are saying it, are making or losing a friend for the company. Be courteous and tactful.

"How did it go when some one 'bawled' you out over the 'phone. Didn't like it, did you? Well, be courteous and tactful.

"Courtesy and tact cost you nothing. Be generous in dispensing them. Be courteous and tactful.

"Don't be grouchy. It hurts you and your Company. Try courtesy and tact.

"Marshall Field made \$40,000,000.00 because he believed that the customer is always right. The least we can do is to be courteous and tactful.

"Our customers have a right to kick if they want to. Let 'em, but you be courteous and tactful.

"To the person at the other end of the wire, you represent the company. Increase his good will toward us by being courteous and tactful.

"Many public corporations are 'in bad' with the people. It's because some one has failed to be courteous and tactful."



*If you're looking for revenue,
you're looking for*

FRANK RIDLON COMPANY

At Last a Real Central Station Campaign

Just last month we put over \$1500 worth of revenue on one company's lines. We will be glad to tell you how we can do the same for you.

This campaign comes to you without a cent of investment on your part.

Write us for particulars

Frank Ridlon Company
114 Liberty Street
New York

The National

ELECTRIC VACUUM CLEANER

Factory and Home Office
158 Summer Street
Boston

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Volume XIV NOVEMBER, 1915 Number 11

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DEPARTMENTIZING A DEPARTMENT

The splitting up of *Electrical Merchandise* into sections or departments, each devoted to a specific field of selling effort, is significant of a development.

The central-station new-business organization is no longer a department, but a group of departments. The business of the dealer and contractor is no longer a one-man proposition, but is a business requiring a group of specialists. Signs, store and window lighting, factory lighting, residence lighting, domestic appliances, novelties, industrial heating, large and small power—these are some of the divisions into which the selling end of the business has become separated. Even these divisions call for sub-division, as in the case of industrial heating where there are special problems requiring a high order of engineering skill on the one hand, and the straight selling of standardized industrial appliances on the other.

This constantly broadening scope and increasing importance of the electrical commercial man makes almost impossible the rendering of all-round service by the small dealer or small central station. It is futile for one or two men to attempt to cover from a dozen to twenty diversified fields of selling, each calling for some special knowledge, and several for thorough engineering training.

The situation is not unique. The small dealer or central station is like the old-time general store: one-man service is bound to be unsatisfactory and is bound to be superseded by some agency that will give adequate service.

Yet the small electrical man has an opportunity which the small general storekeeper did not have, and that is a solid phalanx of willing manufacturers equipped to loan him specialists which he can not afford himself to hire. Let the small central station indicate, for example, that it is anxious to sell vacuum sweepers and a dozen manufacturers stand ready to comb the territory and divide the profit. The same is true in any of the other divisions of electric sales. The only condition imposed by the manufacturers is that the central station shall "play fair" and allow them to reap the reward of their missionary work.

The small electrical merchant should be keener to take advantage of these opportunities. Instead of making it hard for the manufacturers to do business with him, he should be eager to secure such cooperation. And he should do this for purely selfish reasons; for if any man's service to his community is unsatisfactory, the community will find a way to secure satisfaction. The serviceless general store has been almost wiped out by the mail-order house. The dingy, ill-stocked corner drug store has been almost wiped out by the "chain." Hundreds of little central stations already have been absorbed into syndicates.

The salvation of the small electrical business man is the manufacturers' service facilities, for the electrical business is now too complicated and ramified to be run on a one-man basis.

YOUR SHARE OF PROSPERITY

A good many men in the industry have the idea that Prosperity Week is going to be a sort of electrical Christmas, during which some benevolent Santa Claus will stuff their stocking with easy money. As a matter of fact, the much-advertised Week represents outgo, not income. Only those who plan carefully for immediate sales and who guilefully arrange the display features with an eye to permanence will reap any other reward than is to be found in the advertising. Thus, in one middle-west city, it has been planned to festoon the business streets with temporary ropes of lights—an instance of purely transient display

of no ultimate income value—while in the territory of the Boston Edison Company each leading civic building in the 42 municipalities served will be illuminated in spectacular fashion by flood lighting which it is hoped will become permanent load on the company's lines. Another plan which insures permanent profit from the celebration is elsewhere described in this issue.

Prosperity Week means prosperity to those who go after it. Merely getting together and saying "Let's be prosperous" is not going to accomplish anything. There is yet time to scrutinize and alter Prosperity Week plans with this idea in mind.

YELLOW ADVERTISING

A persuasive advertising agent has induced a certain manufacturer of wire to advertise nationally. This is excellent, for the more widely electrical goods are advertised, the better for all.

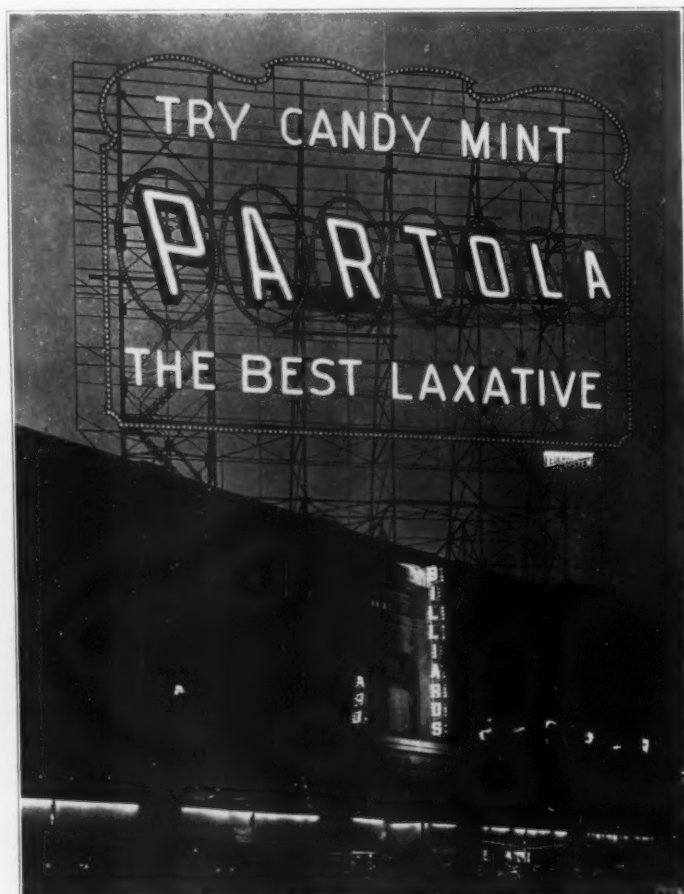
But in this case, there is a kick-back. This advertising agent evidently is one of those weak souls who cannot boost his own product except by knocking others. Thus, in this ad we find such phrases as, "It won't cause fire—poor wire is unsafe—don't take chances—flash! and then a fire." And in the final peroration exhorting the already frightened public to answer the ad, we read, "Send for our book on wiring. Written in plain language, tell you . . . what the dangers are, etc."

We have only to point to the report of the Fire Commissioner in New York (where this company's main office is located) to prove that only about 3 per cent of fires in a metropolitan district are caused by the failure of electric safeguards. Yet this selfish concern, hoping thereby to sell a few hundred feet of wire, proceeds to scare the public away from electric service by proclaiming its almost wholly mythical dangers.

This incident should have the attention of interests powerful enough to put a stop to such practice. We are inclined to believe that the fault lies largely with the advertising agent who is employing yellow methods to get replies for his client, wholly regardless of the value of such returns and careless of his effect upon the entire electrical industry. Even so, the manufacturer is not without fault. Any man who will deliberately sacrifice the interests of those upon whom he depends for a living is, to express it mildly, lacking in the finer ethics.

The Advertising Story of Federal Electric Signs

is not told in the number of lamps nor the size of the signs, but this Broadway display has excited so much favorable comment that we briefly state that design contains, approximately, 12 tons of steel and 2000 lamps; is 48 feet high and 72 feet wide and has been giving satisfactory service since it was erected at 49th street and Broadway, New York City, about two years ago.



The border of the sign is outlined in green; the ovals are red and the white letters are made to stand out strongly with the black shadows.

The flashing effect is spectacular. The large oval at the left flashes into view and seems to shoot rapidly across the sign from left to right, growing gradually smaller. Reaching a minimum size it reverses from right to left growing gradually larger. After this, the ovals flash on in consecutive order. When all are lighted, they then start to revolve. The green outline border is then thrown on, framing the space for the reading matter. The word Partola spells out letter by letter and holds while the top and bottom lines appear word by word. Holding a few seconds, the entire sign goes dark and the operation is repeated.

Federal electrical display signs are in all large cities. They are of unusual beauty in design and color and convey a real advertising message.

A few desirable roof locations in Branch Office cities are available for electrical advertising. Write for particulars. We can help your sales distribution.

FEDERAL SIGN SYSTEM (ELECTRIC)

NEW YORK
1790 Broadway

CHICAGO
Lake and Desplaines Sts.
Branches in all large cities

SAN FRANCISCO
618 Mission St.

ELECTRICAL ADVERTISING

Signs Display Lighting Window Lighting

Chalk Talks to Sign Salesmen

No. 1: An Illustrated Discussion of Signs which Advertise the Merchant's Hobby.
Why It Pays to Sell that Kind

By E. G. RICHARDS

MANY sign salesmen do not know what they are selling. They look upon electric signs as lighted location-markers rather than as a valuable advertising medium to be kept closely linked to the newspaper space, the monthly circular letters, the movie theater slides and other advertising mediums regularly employed by the up-to-date retail merchant. Next to power business, electric signs offer the best and surest income to the central station. Uninformed sign salesmen seriously cripple the extent and permanency of this income because they don't know how to develop a stable and well-rounded sign load.

They need to be taught that the actual selling of a sign is only incidental to a great deal of preliminary breaking of the ground: that, in fact, the power salesman who is obliged to make advance engineering estimates and layouts, has no bigger job on his hands than the sign salesman who attempts to crystallize the spirit of a merchant's business in a "personal" sign which will influence the public. Properly the man to give such instruction is the sign manufacturer's expert—some man who knows the business through and through. Even though he could not visit any central station more than once a year or talk to the salesmen more than 15 minutes, he could impart more sign knowledge and ideas with a piece of chalk than could be obtained from the best instruction book ever written.

In lieu of the present lack of such instructions, *Electrical Merchandise* has asked me to give, through its *Electrical Advertising Department*, a series of "chalk talks" on paper—as close an approximation, as I can give in print, of the talks I have often delivered before central-station salesmen. In this, the first of the series, I show you how to bring out each merchant's personality or hobby in his sign, basing my points chiefly on the four sketches which I have drawn up for the purpose.

When you go to a merchant, what do try to sell him? Maybe you're an exception to the rule, but I'll tell you how the average salesman goes about it. Perhaps he sees, at a shore resort, a flashing effect such as a diving girl over

a bathhouse. The novelty and cleverness of it strikes his fancy, and when he returns to town, he tries to work off the same or a similar idea on some retailer. He fails to see, that although the diving girl makes an exceptionally appropriate design for a bathhouse, it,



E. G. Richards, central-station specialist,
Century Manufacturing Company

or anything like it, is the worst thing in the world to hang over a drugstore or clothing shop.

There is just one rule to lay down and it applies in all cases. Don't sell irrelevant lighted pictures or mere illuminated letters. Sell electric advertising—signs which embody, within the space limitations, the spirit of the merchant, his store, his goods and his policies. A pretty large order, you may think, but the only sure way to create satisfied customers and stable sign revenue for your company. Furthermore, although the method does sound difficult, when you get into the habit of analyzing each sign proposition by first sizing up the individual merchant, you develop skill and insight very quickly. Let me show you how I go to work.

By what may be a queer quirk of psychology, I derive my first impression of a merchant's personality from his name. If it is Swift, I wonder whether

he is a man with lots of speed and "pep." Very likely the idea turns out to be absurd, and I find Swift to be the slowest and least enterprising merchant on the street. But the very act of trying to get at the man's personality, through his name, stimulates my mind so that I soon get him placed. Of course, a little quiet observation of the prospect's store and newspaper advertising helps me here.

Knowing the merchant, himself, I quickly come to know his business. Then his hobby in business. Once you are on to the trick, it is surprisingly easy to do. Visit a men's furnishing store where they sell suits and overcoats and all kinds of haberdashery, and it may never occur to you that the clothier has a hobby. Yet if you look sharply enough, you will see the undoubted evidences in the showwindows or on the counter. He may be handling a fine line of suits, yet be laying the emphasis on shirts or neckties. Why? Because shirts or neckties are his hobby. And this hobby should be made the cornerstone of a sign which will be full of the atmosphere of the merchant's business and, therefore, a true attention-getter.

Page 348 shows a sign which would be appropriate for a druggist whose hobby was high-grade fountain drinks. Note that it gets away from the ordinary sign reading "Drugs," with the gilded mortar and pestle over the top. Since drugs are the first essential of every good apothecary, the word is retained but tied up with the flashing effect of a bubbling glass of ice-cream soda. A snappy border, emerging from the two sides of the container and enclosing the lettering, adds a further touch of individuality. This sign advertises the druggist's hobby and is his own electric message to the passing crowds.

If the druggist's speciality was superior prescription service, any one of the three following sign ideas might be used. Perhaps his name, like Bell in Design 2, could be symbolized as in Design 3. The phrase, "Prescription Man," linked with the symbol, would electrically advertise the druggist's personality in a simple, forceful way.

If the druggist's name did not lend itself to symbols, it could be run across

the top of the sign in unique lettering, and together with the words, "Prescription Man," flashed on one letter at a time. A third appropriate design would show some lighted picture such as an animated mortar and pestle or medicine being poured out of a bottle, and the phrase, "Pure Drugs," substituted for "Prescription Man." In this design, the druggist's name would not be necessary.

Again, the speciality might be a particularly fine line of toilet articles. Then the flashing name-symbol or the name itself could be interwoven with the phrase, "Complexion Specialist." Or, finally, a pictorial representation of one girl spraying another with perfume, or a less expensive group display showing a cake of soap, a bottle of perfume and a powder puff. If you left out the druggist's name, the copy for this sign might be: "Complexion Helps," or "Aids to Beauty." No ultra-cleverness is called for in sign copy, only a simple, strong reminder of the merchant's hobby.

Design 3 shows how I symbolized the name, Bell, in a clothing sign. Compare it with Design 2, and note the really few strokes it took to transform the sign from one of a thousand to one without a duplicate. The crude "T-square" shape of Design 2 is now a graceful outline sheathed in a rich, dignified border. The name, Bell, ordinarily one to be read and quickly forgotten, is

now visualized in particularly vivid and concrete form. Note, also, how the former cheap lettering has been changed to a style which is a credit to the merchant and the street in which the sign is located. The potency of the bell symbol would be greatly enhanced by a bell-ringing effect obtained by concealing inside a brass gong and striker to be operated by the flasher motor.

Design 4 illustrates another important point. This sign is supposed to have previously read, "TBB Quality Clothes." The simple addition of the word "Means," makes it a talking sign and a true expression of what the clothier stands for. As far as you can, make the copy of each sign a brief personal message from the merchant.

Let us now consider trademark signs for a moment. What is the chief value of a trademark? To set up associations in people's minds which will be profitable to the merchant—belief in the latter's business policy and integrity, his store, the quality of his wares. Also, to brand into the memory of the naturally lazy-minded and unobservant public a distinguishing mark which will forever be associated in its mind with the man and his business. Big advertisers have spent hundreds of thousands of dollars to perpetuate a trademark, with what results? You see an arrow and you remember coca cola. Or you see a lot of dots in the form of miniature spears, and you instantly recall the

spearmint flavor. Whenever you observe a little brownie suspended between two upright toothbrushes, you don't need copy or any other guide to convey the suggestion that "Kleanwell bristles won't come out." All these trademarks stick forever in the mind because they belong to the product behind them and to that alone.

The sign salesman, who makes of himself a specialist in trademarks, has a rare opportunity to sell many "personal" signs to local retailers who possess well-defined hobbies. Take the type of trademark commonly used by clothiers—the rampant lion interwoven with a strange, high-brow typography. Very fine for ancient times when it was the coat of arms for the tailor-to-the-king, but not for these wisecracks, got-to-show-me days. Now the individual merchant needs something more than a trademark as generalized as the barber's striped pole. A bear, a seal or a fox, for example, would make a much better trademark design for a furrier than the lion. But the average merchant should be led entirely away from the animal tradition. The sign salesman and the sign designer, together, should help him to devise and build into a sign, a trademark which would really advertise his hobby and, therefore, be a true distinguishing mark. The Bell sign (Design 3) is a good illustration of how to do it.

In all that I have been saying, I have been trying to impress you with the

"I LEAVE IT TO YOU—TELL ME WHAT I SHOULD BUY"



C. H. Baker, who runs four Shoe stores in Los Angeles and many others in various Coast cities, buys the signs we recommend.

"I leave it to you," he says, "tell me what I should have."

The sign we recommended for Baker is our patented Shadolight Sign* a new example of Greenwood

Individuality

In the above example, the letters are of gold, the border in green, and the pennants in red—all lighted indirectly. The high-speed border and waving pennants give a vivid spectacular effect.

We are proud of this sign, but we are more proud of the confidence which C. H. Baker reposes in our ability and integrity.

Surely YOU are looking for the same ability. Surely YOU must realize that individuality, quality and dependability are factors in the success of Electric sign advertising in YOUR town. Let's get acquainted.

GREENWOOD ADVERTISING COMPANY

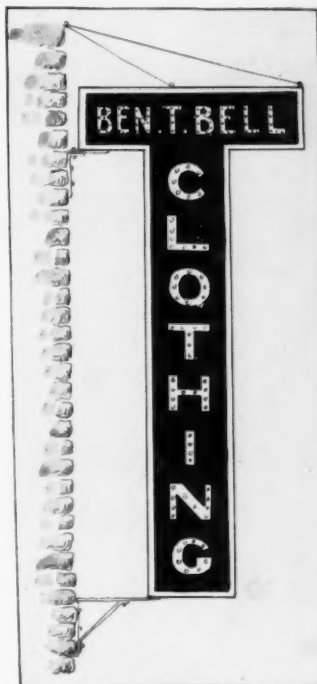
KNOXVILLE, TENN.

LOS ANGELES, CALIF.

*You can get cheaper signs of your local tinsmith.

value of an original sign for every customer. I don't mean originality for its own sake, but practically applied to individual needs. When you have truly caught the spirit of a merchant and his business, you can't help but make a sign which will advertise the man and his store, and, therefore, be distinctly different from any other sign on the street. Let me make my point a little clearer. Wilson and Collins may be two neighboring merchants of the same height and chest girth, the same coloring and in perfect accord on the tariff. Yet they are two distinct individuals because they are Wilson and Collins, and nobody ever makes the mistake of confusing their identities. It will be equally impossible to confuse their signs if you incorporate enough of Wilson in Wilson's sign and enough of Collins in Collins's sign. The practical value of such originality is that it rams home the merchant's own message through every eye that looks, despite the natural tendency of the human optic to take in only fleeting impressions. The very difference of the sign compels the passer-by's attention; stirs his curiosity; sets him to thinking about the merchant behind it; the store behind the merchant; about the goods inside; about the advisability or possibility of buying those goods.

Another thing I want to impress on you is that, by original, I don't necessarily mean ornate or expensive signs.



Design 2



Design 3



Design 4

Here is the story of good and bad sign design. The first sign is commonplace and ineffective; the second is distinctive and clever; the third is a real advertisement.

Never lose sight of the merchant's pocketbook. Don't try to sell a Main-street sign to the little merchant whose shop is located somewhere across the railroad tracks. The idea is, not how

far you can make an unwitting customer go, but how far it is well to take him and do him some good. You're selling electric advertising which must produce and pay for itself. A sign which is not

We are receiving so many letters

characteristic of the one reproduced below that we have deemed it necessary to make known what Central Stations think of our product. They know that an A & W Electric Sign is absolutely the best on the market and recommend same to their customers.

It has always been our aim to build signs of the best material obtainable and constructed by electric sign experts, every one a specialist in his particular line. We also endeavor to build every sign different, suggestive of the business it represents, original and distinctive, with the result that every installation creates new prospects.

It is only natural that Central Stations heartily endorse the A & W method, combining service with quality.

THE A & W ELECTRIC SIGN CO.,
Cleveland, Ohio

THE BUCYRUS LIGHT AND POWER CO.
A. G. MOSER, SUPERINTENDENT

J. T. LYNN, PRESIDENT
P. J. CARROLL, VICE PRESIDENT
V. H. GUNNET, SECY AND TREAS.

BUCYRUS OHIO, June 19, 1915

Mr. H. J. Walsor, Pres.,
A & W Sign Co.,
Cleveland, Ohio.

Dear Sir:--

Complying with your request for a statement from us with reference to the quality and workmanship of the fifteen signs of your manufacture sold during the two weeks campaign carried on here three months ago, will state they were all they were represented to be, in several instances you furnished more than contracts called for. Our customers were all well pleased.

There will be more of your signs sold here this fall.

Very truly yours,
BUCYRUS LIGHT & POWER CO.
A. G. Moser
SUP'T.

AGW:G

electric advertising and which, therefore, costs the merchant more than it benefits him, is but a dead weight around his neck. And it is only to be expected that he will relieve himself of the burden by cutting out the sign or at least burning it only on Saturday nights. You can't afford to be mixed up in many such deals because no salesman who loses business faster than he makes it, can hope to "stand in" long with the boss.

Furthermore, the disaster does not stop with the abandoned sign. It spreads to the "unsigned" neighboring merchants. They have seen Whipple's sign go up and have been keenly interested in the outcome of a competitor's experiment. If it pans out successfully, they can't afford to let Whipple keep the bulge on them, they must have signs of their own. If, however, they see Whipple's sign go up with a flourish of trumpets only to be stripped down in disgrace in a month, what chance has the overzealous sign salesman to sell them? He has fouled his own nest. He is a permanent dead fish in that neighborhood.

A somewhat less evil is to sell the merchant too cheap a sign. The small retailer instinctively talks cheap, and the average sign salesman is too easily discouraged by such talk. He takes the attitude: "Well, this man hasn't much money, he won't stand for anything but a cheap sign. That's what I'll have to sell him." To sell him no sign at all



How a druggist's hobby can be incorporated in his sign at slight expense

would be better. Leave him alone for a while, and go sell a good sign to his competitor. Then he'll very likely sell himself. His spirit of rivalry will be awakened, and he'll think: "I can't let Bromley get away with this. I've got to have a better sign than his." It all comes down to the fact that every prospect must be "shown." Sometimes you can catch him immediately. More often you catch him through the influence you have built for yourself by selling the right kind of signs to his competitors.

After all, you see, in order to be a successful sign salesman, you must be a pretty good all-around man. You

ELECTRICAL PROSPERITY WEEK

Nov. 29 - Dec. 4

The time to talk signs—

MASON-MONOGRAM
(Patented)

TALKING SIGNS

in particular

Write us for full details and information which will aid you in "lining up" your sign prospects.

National Electric Sign Company
Jersey City New Jersey

We Make Good

The Century Manufacturing Company
makes

Good Designs: Our designs are the work of experts who know central-station requirements.

Good Signs: Our materials, methods of construction and workmanship are better than others consider necessary.

Good Prices: Because we are not burdened with excessive "Overhead" and "Expenses" we can underbid any responsible sign manufacturer.

Good Deliveries: Our smooth-running organization and ample facilities permit us to keep every promise faithfully.

What More Do You Want?

*The Century Manufacturing
Company,
Lancaster, Pennsylvania*

must understand all the other advertising mediums before you can intelligently sell your own. You must understand and be prepared to cope with the fact that the small merchant usually thinks of advertising as an occasional ad in the newspaper or theater program, a painted display on the movie curtain, an electric sign containing merely the firm's name. He thinks of advertising in this fragmentary way instead of as an organic, year-through policy, and then says it's no good because he can't trace definite results. You must know this queer angle of the merchant's nature and overcome it by selling him a sign which will advertise his hobby at a price well within his pocketbook.

In the November issue of *Electrical Merchandise*, I am going to discuss some other things that you should know. We'll take an imaginary trip together down Merchant's Row, where we'll study the good and bad signs of various retail shops, and such problems as space limitations, the location and arrangement of signs, the kind and number of lamps different signs should contain, how to bring out color values and how to choose suitable borders.

Making the White Way Pay

WHEN the merchants of Okmulgee Avenue, Muskogee, Okla., switched on their white-way lighting, they announced the fact so effectively that half the population of the country turned out to see the sight. In a full page, specially designed announcement printed in the *Muskogee Times-Democrat* the interested merchants joined in a cooperative invitation to the public to view their street.

This occurred early in October, during fair week, and was one of the "seven wonders." The *Muskogee Phoenix* commented upon the event as follows:—

"Muskogee is awakening to the fact that lighted streets mean more business and more money. Just as a well-lighted store proclaims a wide-awake merchant, so a well-lighted street signifies up-to-date stores. Throughout the country, cities much smaller than Muskogee have converted every business street into a 'white way.' The time will come when there will not be a darkened street in Muskogee. The progressive merchants of Okmulgee Avenue have set the example and it is bound to bring them the reward they so well deserve."

When special street-lighting campaigns are inaugurated and received in this liberal spirit, who can say that the proposition does not pay?

Western Union Buys Signs

Few central stations consider the local telegraph offices as prospective sign buyers, but there is an opportunity to sell them if the right methods are employed. New signs have been put up recently over the Western Union offices at Hutchinson, Kas., and Grand Rapids, Mich.

Jovians Banquet in Dayton

Dayton's official million-dollar Jovian hotel, the Miami, was opened October 25, when one-hundred and fifty Dayton Jovians sat down to a banquet.

L. S. Small, manager, Texas Power & Light Company, says: "Must have your magazine, *Electrical Merchandise*."

WE CAN HELP YOU TO SELL AND INSTALL STREET LIGHTS



We offer you the benefit of our experience in the preliminary work of securing White Way installations. We can save you time and expense. We can insure you an installation that will have no regrets.

Ornamental Lighting Poles

are designed to add beauty to your streets, but they do far more. They help make your town prosperous by attracting business.

This particular design of pole is for the high efficiency Type "C" Mazda Lamp.

Let us tell you more about our product and service.

ORNAMENTAL LIGHTING POLE
POLES FOR ALL TYPES OF LIGHTING
• 118 LIBERTY ST. NEW YORK •

WANTED

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BUREAU OF ELECTRIC SIGN ENGINEERING
Dept. S.E., Milwaukee, Wis.

Okmulgee Avenue
INVITES YOU
...TO...
The Best Lighted
Street in
Oklahoma
Today and Tonight

During Fair Week You Are Invited

To make an inspection of Okmulgee Avenue, the best lighted street in the state and the only street in Muskogee that runs clear through the city connecting two of the most traveled highways from the city at the end of parson.

...nity was installed, from the M. K. & T. tracks to the Federal building, a distance of half a mile, one lighting systems now in use anywhere. We are going to keep on improving this street and hops in the street until it takes its place as the great retail shopping district of the city—the

...d, well-lighted avenue, the best in Oklahoma. Come during the day and visit our busi-

...the magnificent illumination. Drive your automobile through Okmul-

...ge way. Okmulgee Avenue is better and safer for traffic during the

...safer at night because it is brilliantly lighted. You will mis-

...sage of night.

Invitation occupying a full page, inserted in newspapers of Muskogee, Okla., by merchants who installed white-way lighting



983 HOLOPHANE FOR SHOW WINDOW LIGHTING

The show windows of the country will play an important part during Electrical Prosperity Week in presenting to the public the advantages of electrical power and equipment.

The most successful windows will be well trimmed and well lighted, and will emphasize the efficiency, and practicability, and reasonable price, of the articles which they display.

It is especially fitting, therefore, that the illumination be furnished by lamps and reflectors which embody in themselves these same desirable qualities. **983** is the Holophane prismatic reflector which stands for better window lighting at lower cost. We offer it with the assurance that it will help you reap your share of prosperity from Electrical Prosperity Week.

HOLOPHANE WORKS

of General Electric Co.

CLEVELAND, OHIO

NEW YORK BOSTON PHILADELPHIA CHICAGO ST. LOUIS

Know the "Insides"

IT will materially add to the efficiency of any salesman of electrical appliances if he will spend a few hours now and then in the company's repair room, learning the "insides" of the appliances which he is selling.

Comparatively few salesmen have an instinct for mechanics, and as a result, they are entirely in the air when a customer gets too specific in his inquiries regarding the workings of an appliance. And when such a salesman tries to make a demonstration of a "balky" appliance, he is lost.

It is a curious fact that such appliances as sweepers and washing machines most frequently "go wrong" while being demonstrated. Appliances will look and act all right for days on end, and then, when a particularly fussy customer demands to "be shown," the motor refuses to mope or the gears to mesh or some other perversity possesses the machine. Almost always the trouble is a small matter of adjustment—but it might as well be a complete breakdown as far as the average salesman is concerned. He is no more competent to adjust a brush or clear a ground than he would be to wind an armature or whittle out a set of bevel gears with a jack-knife.

It is no such difficult matter to know how and why an appliance works or fails to work. After the first few hours of tinkering, the average man with common sense and a screw driver can feel competent to take almost any appliance apart, study its "insides" and understand its internal operation. And the best salesmen are able to do this. One of the most successful power salesmen in the country got his real start by putting on a pair of overalls and crawling under an engine. One of the most successful appliance salesmen equipped a big institution with washing machines by being able in a few minutes to align a set of gears that had become deranged in transit. One of the best sweeper salesmen in these United States couldn't sell dollar bills for 19 cents, but he can convince any skeptic this side of the Styx that he represents the best suction sweeper in the world, simply because he knows that sweeper from attachment plug to nozzle.

It's pretty difficult to explain something that you don't understand. The salesman who knows his goods inside and out will have an assurance which will convince the most doubting prospect. The one who has to look at the name plate before he can tell what he is selling, gets orders only from people who are sold before he gets to them.

C. E. Michel, manager office-sales department, St. Louis Union Electric Light & Power Company, says: "I read *Electrical Merchandise* regularly and with a great deal of interest. It is a real live paper, of no mean value to a man in the commercial end of the electrical business."

THE PROFESSION OF SALESMANSHIP

Self-Management

Education

Inspiration

Plumbing Human Nature

Hank Carroll Gives Alric Smythe the Benefit of His Kickapoo Experience: How Alric Cashes In

By S. F. MELCHER

THE door-bell clanged so violently that the ashes from Hank Carroll's 25-cent cigar scatted red everywhere. The visitor was Alric Smythe, Jr., the new salesman from the lighting company. The other members of the local commercial department had risen from the ranks, but Smythe had had special advantages. To speak figuratively, he wore his B. S. degree on his chest, and his language smacked of the classroom. He carried an electric flatiron in a handsome black case.

Soon Hank's head was rocking with such phrases as "nichrome substance," "thermal unit," "can be taken apart with ease," "high nickel finish," "three factories working night and day," "an iron turned out every minute." The words popped out of the youngster's mouth in swift-crackling succession, like fire-crackers shooting out of the window of a chop-suey joint on the eve of some Chinese festival.

In self-defense, Hank drew in the plug. "Off that," he cried. "Can't you see I'm an old bach with a red nose? What do I want of a flatiron? Why don't you show me an electric drink-mixer or cigar-lighter?"

Smythe was plainly nonplused for a moment, but soon recovered his balance. "I see the justice of your criticism," he said in his best classroom manner, "in this case, I failed to make my sales approach on the basis of actual need."

"Whatever that is, that ain't the only thing," reproved Hank. "What do I or the public care about your what-you-call 'em units or how the bloomin' iron's made? In sellin', the manufacturer's point o' view is nix, the customer's everything. We people want to know how much things cost and what they'll do for us."

He paused to let his words sink in.

"You mean that the personal equation invariably enters?" queried the academic neophyte.

"If you mean ticklin' a man in his human nater—sure!" was Hank's succinct reply. "Take me, I was raised in th' hardest school o' sellin' they is.

"First, I was a one-ring circus clown. My business was to sell laughs. To hold m' job, I had to dig right down into

th' cellar o' man and see what was hid in his dark corners.

"Next, I was barker for th' Kickapoo remedies. I let m' hair grow down m' back, and stained m' face with walnut juice. Here I got hep to th' other side o' man—his aches and pains.

"When th' kick fell out o' Kickapoo, I took up th' shell game in rich an' exclusive rural territory. Here I dealt wi' th' greed and th' fool side o' reubens. But when I began to sell 'em lightin' rods, then I learned a whole lot about farmer shrewdness. In a nutshell, son, when I was in th' game, I learnt human nater fore and aft, port and starboard. An' just as soon as I got an expert knowledge o' people's insides, I didn't need no college eddication to sell goods. I kissed work good-bye three year ago, and have lived on m' income ever since. The cigars I smoke don't smell so rank do they?" he added, complacently.

While he was lighting a fresh one, Smythe put this question: "I glimpse vital underlying meanings in what you say, Mr. Carroll. Now do you mind telling me more concretely how you would make the sales approach if you were in my shoes? I've only just begun, and I'm dead anxious to make good."

Hank shook his head. "You've got th' right spirit son, and I'd like to help yer, but you can't make sellin' how-to-does to order that way. Just as there's no two people alike, there's no one or two ways o' shakin' th' coin loose. You got to fit sellin' talk to each prospect, same as you'd fit shoes to his feet, lookin' sharp for th' mental corns and bunions as well as the length o' th' foot and the shape o' th' arch. Th' best I can do is mebber give you a general hunch or two.

"Now, you'll be sellin' them irons mostly to housewives—and woman nater's a funny proposition. Hard as nails to sell to if y' rub th' fur th' wrong way, but fallin' like sheep when y' tickle th' vanity spot. I see that when I was on th' Kickapoo beat. One part o' woman-kind, you might say, is reglar worshippers o' aches and pains. It's their chief joy in life to b'lieve they's chronic invalids and sufferin' somethin' terrible. You could keep 'em liquored up on th' Kickapoo remedies—for th' kick in

Kickapoo is mostly alcohol—and pocket a neat thing.

"But, arter all, th' big graft was off th' class o' women which puts all their loose coin into aids t' beauty. Jus' let me stan' a pretty young squaw on a soapbox in front o' th' tent, and say th' Kickapoo rems had changed her in one year from a wrinkled hag into a ravishin' creature—jus' let me say it would put roses in faded cheeks, and make th' thin plump, and th' fat slender an' graceful—jus' let me hand out that line o' bull, an' I couldn't pass over th' bottles fast enough. Why, son, if y' only had th' gift o' gab to make 'em b'lieve electric light was better'n sunlight f' th' complexion, y' could sell a bunch o' Mazdas to every woman in town in 48 hours. If I was handlin' electric irons, I'd certainly darkly hint that workin' with an old-fashioned hand iron over a hot stove wan't th' way to hold husbands. In all this, do I seem to give you any hunch y' can apply?"

OUT of the largesse of his experience, Hank had given Alric a rich mental mouthful, which the latter chewed slowly over a coca-cola and lime at the corner drugstore.

Suddenly his eyes glistened with resolve, and speeding back to the office, he clawed feverishly at the prospect list. He stumbled over a card on which some salesman had facetiously or sarcastically written the following record:

Mrs. Kiljoy 143 Crescent Street

A painted and powdered Amazon. If you value your life, keep away from her.

"A painted and powdered Amazon!" muttered Alric. "This truly is manna from Heaven!"

Had Smythe known Mrs. Kiljoy as well as some others in the sales and complaint departments, he would not have gone near her even with four drinks under his belt. For it was her chief joy in life to heckle the lighting company and all its representatives unfortunate enough to be exposed to the razor-edge of her ruthless tongue.

She was not the kind to shut the door in a salesman's face. She preferred to entice him inside and flay him alive. Experienced hands could neither be coerced nor bribed to go near her. But



USE THE "DOVER SPECIAL"

Guaranteed Electric Iron

To Boost
Electrical Prosperity Week

THIS IS A REAL "PROSPERITY" IRON

- First** For your *patrons*, it is a big value for their investment. The iron's construction insures the best service, both mechanically and electrically.
- Second** It's efficiency in use stimulates your patrons' confidence in electrical devices in general.
- Third** For *you*, the permanence of the DOVER SPECIAL'S heating element—a VEA—insures its constant use on your line. *Every* ironing day finds *every* owner of a DOVER SPECIAL with her iron *in use*.

The VEA heating element used in the DOVER SPECIAL,— and all DOVER-made irons, will stand the most rigid tests. It is *guaranteed* not to burn out under *any test* on a current voltage for which it is designed.

VEA stands for the highest perfection in heating elements.

Stock this iron for Electrical Prosperity Week, or send for sample for test purposes.

The Dover Manufacturing Co.

Canal Dover, Ohio



our young hero, Alric Smythe, Jr., because he was new on the job and because he was shot through with a real hunch born of his talk with Hank Carroll, quailed not. He grabbed a vacuum sweeper and steered it on a bee-line for the termagant's abode.

He used to be rather clever at sleight-of-hand at the old frat house on College Hill, and before the Female Terror could train her guns on him, he had deftly connected the sweeper to a lamp socket.

At the first chugging of the motor, the virago pugnaciously spread her ears. Her eyes glinted, her jaws set. "What's that?" she snapped.

She was assured that it was neither a music-box nor an infernal machine.

"It's the best beauty preserver on earth," Smythe asserted in tones that made a deep impression. Hank, himself, couldn't have wedged in better. She softened perceptibly.

Before her wondering eyes, the young central-station salesman dissected the Pompeian arguments as largely bunk. It was an insult to her surpassing beauty to say that it was only skin deep and could be preserved by face creams and powders.

As he warmed to his theme, Smythe epitomized all mankind casting itself at the feet of all feminine beauty crystallized in this one woman. For one so inexperienced, he was truly masterful, and he went unerringly through her tough outer shell.

Her type of beauty, he insisted, was constitutional, not merely skin-deep. Yet it was so flower-like that household drudgery and worry were blighting to its best bloom. The electric release from drudgery, and not skin tonics, was the only sure beauty preserver for her.

From this point, Smythe quickly launched into the labor-saving merits of the electric-vacuum sweeper. He did not mention the name of the manufacturer; he did not go into the mechanical details. But he ran it over a dusty rug, and showed the now keenly interested prospect how it sucked up all the dirt without stirring dust or germs or chewing the nap. He attached another nozzle and demonstrated the sweeper on delicate lace curtains and drapery. While he worked, he kept up a running fire of statistics to show the manifold advantages of the electric over the hand broom, and how it chased away and kept away wrinkles and hollows. He wound up his argument with a clever little dissertation on "How to Hold Husbands."

The next morning, Smythe called on Hank Carroll with an electric toaster and a loaf of bread.

"Nothin' doin'," the latter bellowed, "I take m' meals outside. You—"

Our young hero interrupted him with a calm flirt of the hand. "You nibble at a few Uneedas occasionally," he said, pointing an accusatory finger at a jar of jam on the sideboard. "Got any butter in the ice-box?"

Speedily the toaster was connected, half the loaf sliced, the butter spread,

and, for the first time in his life, the ex-L. R. S. enjoyed electric toast prepared at his elbow.

"Well," said Alric, between munches, "I called on a regular Tartar up on Crescent Street, yesterday afternoon."

"I bet you mean that old shrew, Mrs. Kiljoy," inserted Hank, wiping a thin ribbon of melted butter off his chin with a red bandanna handkerchief. "Y' don't tell me y' sold her!"

Alric smiled complacently. "I didn't sell," he said, "but she bought a sweeper."

"Well, how the deuce—"

"Oh, I started," the young central station salesman broke in, "by complimenting her on the art on her walls. Then we had a pleasant chat about complexions. She makes delicious tea."

"Come, lad, th' dope," cried Hank impatiently.

"I think she'll fall for a washing machine later," Smythe went on.

"Thursday afternoon, I address the Penelope Knitting Society, of which Mrs. Kiljoy is president, on 'Exploded Fallacies about Local Skin Treatment of Fading Beauty.' Our company will loan appliances for the electric luncheon."

"So you sold that vixen a sweeper?" Hank grinned appreciatively.

"Did you sell lightning rods or lightning-rod protection?" the other queried.

"I sold her the electric release from drudgery. You should have heard my discourse on the physiology of beauty. Men may like to be hit between the eyes with the hammer-like monosyllable, but, yesterday, I learned that you best strike the human chord in the breast of woman with the persuasive lilt of the polysyllable."

"Out o' all that mess o' words," Hank commented, "I caught the word, 'human,' so at bottom, I guess you and me has the same idee."

Alric Smythe, Jr., rose and stretched himself. He noted that Hank had got down to the bottom of the toast pile. "Well, Mr. Carroll," he smiled, "the psychological moment has arrived."

"Th' Sike-what?" gasped Hank. "Oh, I guess mebbe you mean when th' iron's hot!"

"You don't mind connecting the toaster to the lamp socket for 48 hours as a sort of makeshift?" Smythe interrogated. "It will take the contractor about that length of time to install a baseboard receptacle."

Hank jumped to his feet, hot anger flushing his face and brow. "You fuzzy little cub!" he exploded, "Didn't I tell you I take m' meals out—" He stopped in sheer surprise. Alric, Jr., was calmly cutting more slices from the loaf.

Gradually, Hank's wrath changed to chuckling approval. "Gawd, lad, you're better than y' know," he jerked out. "See th' contractor for me, will you? and tell him to rush th' job."

E. Burt Fenton, publicity manager, Sandusky (Ohio) Gas and Electric Company: "I congratulate you upon the excellent magazine you are publishing."

Salesmanship vs. Ordertaking

By E. R. KELSEY

THE other day as I was sitting on the porch of my country cottage, I overheard the grocery boy as he took the order for the following day. I would have thought nothing about it, if, after the order was given, I had not heard the boy say:

"Now, how about a few cantaloupe? I know they are very nice today;" and thinking I was out of hearing distance, the wife ordered a liberal supply.

"Why do you buy your bacon in such small quantities? Let me sell you a strip to hang up in the kitchen. It will keep much nicer and is always handy."

Down went the stip of bacon.

And the boy had just started to tell about some fine fresh rolls he had seen delivered as he left the store, when I blew in and called a halt. I knew the wife would have never quit ordering under the power of his suggestion.

Why had I noticed that boy?

Other boys had come for orders and gone away content with the order we had given them.

They were simply ORDER TAKERS.

This new boy was not content to sell only the things his customers wanted, but he had the salesmanship instinct of suggesting things.

If you only sell a man the article he wants, you are simply an order taker. Salesmanship consists in selling a man the things he wants, because you made him realize he wanted them. Yours was the first suggestion.

Many a salesman gets an order through no initiative of his own, without exercising any creative power. That isn't salesmanship. That is simply ordertaking.

Every salesman ought to take an inventory of himself at least monthly and ask himself:

"How many of the orders I have turned in this past month would the company have received if I hadn't been on the job?"

That's the acid test.

Some of us actually fool ourselves in believing we are salesmen by simply being content with taking the business that comes naturally to us.

Send For Our Investment Booklets

These pamphlets issued by our Bond Department tell you exactly what you want to know about the small denomination securities of the utility companies under our management. They are reinforced by the most complete annual reports of their kind issued.

Conservative Investments
Yielding from 5.40% to 7%

H. M. Byllesby & Company

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Chicago
210 South LaSalle St.

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Trinity Bldg.

But we're only kidding ourselves. A rude awakening is bound to come.

But I hear someone say,

"You can't sell a man a thing if he doesn't want it."

Well, let's see.

What is the seasonable time to sell life insurance?

What is a good territory for a man to have that covers a lot of good life insurance prospects?

There ain't no such animal.

No one ever heard of a human being deliberately asking for life insurance, unless he was an aviator, and he can't get it.

And yet, life insurance is being sold everywhere and to practically everyone.

The prospect thinks he doesn't want it, says he doesn't, but that simply brings out the salesmanship instinct the keener and the right man will soon make the prospect see that he wanted life insurance all the while, only he didn't know it himself.

Every salesman should simply ask himself,

"How much life insurance; how many pianos; how many sewing machines would be sold if the representatives of these lines were undertakers?"

Eighteen times a life insurance man came to see me and I didn't ever want insurance, but he didn't believe me and every time some one died whom I knew, he sent me a story about the insurance that man carried and what it meant to his family and, of course, he signed me. He was a salesman.

There isn't much of a secret about salesmanship. There isn't anything a fellow needs to go to any special school to study about.

It's just his own ingenuity, plus personality and pluck, and if he exercises these every day and takes as careful an inventory of himself as a merchant does of his stock, he won't be in the order-taking class long.

He can be a salesman if he will.

Digging up New Arguments

Every woman who does her own cooking should have an electric fireless-cooker as an auxiliary to her gas stove. Every electric fireless-cooker in service means five kilowatt-hours a month of off-peak consumption. The reason fireless cookers are not sold as extensively as flatirons is because the manufacturers have, as a rule, exaggerated the scope of the appliance and because central-station salesmen have never seriously investigated both its utility and limitations.

One salesman, of more than the usual amount of industry, has been assisting his wife in the cooking this year solely to learn the good and bad points of electric fireless-cookers. It is on his authority that we state the monthly current consumption as five kwh. But he has discovered other things. He has found that meats can be roasted better when first cooked the fireless way and then browned in the oven than when entirely

oven-cooked. He has discovered that potatoes can be steamed in a fireless cooker to that mealy consistency aimed at—but seldom attained—by the ordinary boiling process. In short, he has found out so much about electric fireless-cooking that he can talk to a housewife in her own technical terms and can actually teach her things about her own business. And every woman he talks to and convinces will spend, conservatively, five dollars per annum more for electricity.

You may say that fireless cookery is a weak subject for masculine investigation, but that is a sneer, not an argument. The cold fact is that any appli-

ance which will consume 60 kwh. of off-peak current is worth just this sort of study.

What Makes the Salesman

THE following is an extract of a talk recently given by T. J. Smith, Jr., before the new-business and merchandise-sales group of the Baltimore Gas & Electric Company. In this article, the six qualifications of a good salesman are described by a man who knows the difference between the kind of salesman who just gets by and the real producer. Read it.

"Salesmen naturally divide into two

This Book Will Help You Sell More—and More SATISFACTORY— Window Lighting

"Display Window Lighting"

By F. Laurent Godinez

115 Illustrations: 3 Color Plates

This book contains more "hunches" for clever and effective display window lighting—more solid information of the kind you can "cash in on"—than anything now in print.

Ambitious central-station salesmen will buy this book. Price \$2. Worth more.

Order from

THE RAE COMPANY

17 Madison Avenue

New York City

general classes—good and bad. The bad or mediocre salesman has no place. He is worse than no good. You recall the story of the bad apple in the early school books, the moral that one bad apple might infect a plateful of good ones. So it is with bad salesmen.

"What are the fundamental requirements of the salesman? First, health. A diseased body presages a sick mind. More orders have been lost by bleary eyes and a foul breath than poor salesmanship. Weakness is never impressive and first impressions count heavy in selling. A sick man cannot successfully bear the burden of competition.

"Second, honesty. The dishonest salesman whether he be dishonest with himself, his house or his customer, will never prosper long. Third, intelligence. No man of even mediocre ability will buy from a dullard or a fool, and he resents the implied contention that his business can be secured by any such. Fourth, commonsense. The safety valve of emotion—the regulator of enthusiasm. Fifth, energy. The race in the selling game is all to the swift, and the man who is not energetic is frequently distanced in the race by his livelier competitor. And last, but by no means least, courage. Courage is the power that carries the man on through one disappointment after

another, smiling, cheerful, for days at a time; when the saffron hue is struggling hard to steal in a broad band up his back—when he is near to throwing up the sponge, but doesn't. Given these six qualifications, any male over 18 years of age may be developed into a salesman; and let me correct the misapprehension that salesmen are born.

"After graduation, salesmen fall into two general classes—the real salesman and order-taker—the essential difference being that the former uses his head for something other than a place on which to rest a hat; and the latter merely uses his legs. One thinks and schemes and then acts; the other merely shows activity, frequently called running around in circles or beating the bush.

"The order-taker is prone to use the meanest of all arguments in selling—that of price. When cornered by a buyer, he quivers and finally in a shaking voice says, 'Well! anyhow it's cheaper.' Cheaper—the weakest argument in the litany of the salesman; an appeal to the basest instinct of the buyer—his natural cupidity, and an argument which can always be met by a still cheaper order-taker. The real salesman is he who has courage to hold out no such puerile argument. He sells not on price but on a basis of quality and service."

The Counter Salesman

A few Useful Hints for "the Man Behind"

COUNTER display frames or cases are supplied by the manufacturers of many small items such as Dim-a-lites and Hylo lamps. The orderly clerk will instinctively keep these cases filled from the stock room because the cases have a ragged appearance when several of the spaces are vacant. This, however, is a mistake.

The customer never likes to take the first article from the case. You have noticed that nobody likes to be the first to take a seat in a theatre, nor to be first in a hotel dining room. Also you have noticed that the argument, "We are selling a great many of these; they are very popular," seems to clinch many a sale. The point is that most people shrink from leadership but prefer to follow the crowd. The brand-new, completely filled display case gives the impression that the article shown is new and untried, and therefore, perhaps, will not be satisfactory. The half-empty case indicates that the article is moving briskly. So, whenever you put out a new counter display, remove two or three of the articles from the case as a bait to the timid customer.

NINE salesmen out of ten are "bluffed" by price. They do not know *how* to get the larger price—*how* to sell the more expensive of two articles. Here is an actual experience:—

The traveling representative of a manufacturer of high-grade cut-glass reflectors

was unsuccessful in selling a bill of goods to an electrical merchant.

"I don't doubt your stuff is better," said the dealer, "but for less money I can buy goods that *look* just about as well, and with the competition we have in this town, it isn't possible for me to get higher prices."

The traveling salesman asked permission to demonstrate that higher prices could be secured if the higher quality was proven, so he went into the salesroom with one of the regular clerks and waited for a prospective customer. When one appeared, the clerk turned her over to the traveling man to make the sale.

After learning that she desired a cut bowl and four small shades for a certain fixture, the traveling man showed her two grades of glassware, one of which was priced two dollars above the other. He did not urge her to buy the more expensive glass, but simply showed the differences—the higher polish, the more exact cutting, the slightly more elaborate design, of the good glass. The customer voluntarily chose the better goods—and the sale netted the store \$1.20 more profit than if the cheap glassware had been sold.

The moral is this: Very many people will pay a higher price for an article of merchandise the superiority of which is made clearly evident. They will not, however, pay more unless they are convinced that they are getting value for the extra price. The whole proposition is

to make the superior quality manifest.

Plenty of examples in other lines of merchandising might be cited. You pay more for a linen handkerchief than you do for one made of cotton, because you know that the difference in price is matched by a difference in quality. You pay more for a leather note book than for one having a cardboard cover, because the leather will outwear the cardboard and have a handsomer appearance. You pay more for tickets to a good play than you do for tickets to the "movies," for obvious reasons. Folks do not always want the cheapest thing—nor do they always want the most expensive. The clever retail salesman learns the customer's preference and then tactfully leads that preference to the purchase of the best *value*, measured by the customer's own sense of values.

The problem of selling cheap and high-priced merchandise is nowhere demonstrated better than in the sale of suction sweepers. A retail merchant of our acquaintance carries two makes of sweeper—one a standard article of fairly high price, and the other a cheap machine. In order that the customer might wholly appreciate that the difference in price is matched by a difference in quality, this merchant has worked out a demonstration for both machines. The smaller machine picks up the usual dirt and litter, but the big machine does more. He shows the customer that the big machine will pick up certain buttons which the cheaper machine won't; that the big one will get certain kinds of lint which the small one misses, and so on. The small machine is good—the demonstration proves that—but the larger machine is better. This difference in quality accounts for the difference in price.

You don't have to prove that a cheaper article is inferior, but that the dearer article is superior. That sounds foolish at first, but think it over. Then try it out. Prove to yourself the differences in quality between the several articles in your own stock. And always remember this: the higher-priced article always carries a bit better margin of profit. In the last analysis, you get your wages out of the profits you earn for the house. The more profit on your sales, the more salary you can command. So go after the profit, and don't be bluffed by price.

Getting Past the Door

THE central-station salesman who has the door slammed in his face by an unreceptive housewife, and ten minutes later thinks of the way he ought to have made the approach, is in exactly the same position as the impromptu speaker who makes his best speech going home in the subway. In either case, instant grasp of the situation is the thing that is needed.

However, since few salesmen are geniuses, the average electrical solicitor, in such cases, has to depend more upon his own experience and knowledge of how other successful salesmen have acted

under similar circumstances than upon flashes of inspiration. A recent issue of *Pay Dirt*, the house organ of the Frantz Premier Company, quotes two examples of how electrical salesmen have repeatedly wormed their way past the hostile door. Every lighting company solicitor should read them, since even if he does not use them, they may suggest some method of approach that he can use locally.

In the first case, the housewife asked the salesman what he wanted through a crack in the door. He told her that he wanted five minutes of her time to tell her a good story that had pleased 100,000 women. This widened the crack in the door, and the woman asked what the story was about in a milder tone. The salesman replied:

"You know the best book that has ever been written can be spoiled by reading the last chapter first, and the story I want to tell you must start from the beginning. Now if you will let me come in—"

He got in.

In the second case, the solicitor invariably asks the unresponsive woman: "Are you getting from electricity all the benefits it is capable of giving you?"

Nine times out of ten this question has never been considered and it arouses the woman's curiosity. She has always thought of electricity only as a means of lighting the house. As a rule, therefore, the salesman is invited in and allowed to finish his argument.

The Group Canvass Plan

THE group canvassing campaign is one of the latest schemes to be called to the attention of central-station sales departments, particularly those which assign each solicitor to a special selling district. The idea is to concentrate the entire sales force in each man's territory for a short period once or twice during the campaign.

Any hint of partiality in deciding which salesman's territory shall be worked first, is avoided by drawing each man's name by lot, and then working the different districts in the order that the slips of paper, containing the names, are drawn from the box. The men meet at a designated place prearranged by the solicitor in whose territory the group is to work. What streets are to be canvassed, as well as what appliances are to be sold, is left to the judgment of the latter. This plan, by the way, gives each man a chance to show his ability to map out a resultful selling campaign.

The men work in pairs, each pair taking one side of a designated street. The honor system is generally adopted, it being expected of each salesman to endeavor to sell as many appliances as possible in each territory, although the regular representative gets all the commissions earned by the whole force in his territory. From one to a few days before the arrival of the salesmen, adver-

tising literature covering the various household appliances is mailed or distributed house to house in each territory, thus breaking the ground in advance.

Records are not available to show to what extent group canvassing has been tried out by electric-appliance departments, but it has been tried out by the Philadelphia gas company with marked success. And after all, the problems of selling electric or gas appliances, or a combination of both, are identical. P. J. Naschold, city-district representative of the Philadelphia Gas Works, sums up the result of the experiment during a recent three-months' campaign as follows:

Group consisted of 14 men.

Respective values of appliances sold by each man were: \$367.11, \$571.66, \$309.41, \$310.21, \$223.19, \$466.38, \$362.21, \$283.16, \$548.31, \$873.16, \$324.91, \$378.28, \$565.93, \$597.83. The business sold for each man is revealed by the following figures: \$134.50, \$706.74, \$351.85, \$474.63, \$380.00, \$318.39, \$349.05, \$547.23, \$764.93, \$216.53, \$392.60, \$439.00, \$419.23, \$687.07.

The figures proved, for one thing, what is already obvious—that some subdistricts are better than others; that some salesmen are better than others. Beyond this obviousness, the plan gives a line on weak districts and the amount of work needed to be done in each, and on the comparative productive abilities of each salesman under average conditions.

Another valuable result of the Philadelphia experiment was the undoubted psychological influence of the group drive in each district, because the news that a large number of appliances were being connected up in each neighborhood spread rapidly, induced others to buy, and created a valuable future prospect list. All the men agree that it is now much easier to canvass and approach people than hitherto. It is possible to secure considerable store and window-lighting business by a night-group canvass of the stores.

Here, then, is a profitable new plan to add to the central-station selling repertory along with the occasional bargain sale, the cooperative manufacturer's campaign and the rest. Combination companies, in particular, will find it a valuable way to mass the whole strength of the sales department on concentrated territories one by one; to increase the loyalty, enthusiasm and productiveness of each individual salesman; to obtain the stimulating effect and benefit of a whirlwind campaign without extravagant outlay or unfavorable reactions.

J. C. W. Brown, Supt. Lighting Dept., Nashville Railway & Light Co., Nashville, Tenn.: "I consider *Electrical Merchandise* probably the best medium which we have for keeping our salesmen up to the mark."

The Unearned Increment

Perhaps the worst form of unearned increment, because it is the most insidious and hurts the employee himself more than the man who hires him, is the wage paid to the man who just gets by; who never steps beyond the mechanical routine of his job. In a little skit, entitled "No Pep," the *Telephone Review* gives the thought so lucidly that it ought to be reprinted in poster form and tacked up on the office wall of every central station. Read it:

The boss dropped in on one of his subordinates.

"How's the job?" he asked.

"Fine, thanks," was the reply.

"Like it?"

"All to the good; great!"

"Anything new?"

"No, not to speak of. Everything seems to be running all right."

"How long have you been here?"

"Seven or eight years."

"Got it down pretty fine in that time, haven't you?"

"Sure have. Runs like clockwork."

"Ever think of looking around for something better?"

"Not I. That is, not lately. I used to feel I ought to be getting ahead faster, but I guess I know when I'm well off."

"Happy and contented now, eh?"

"Feel like I own the place, that's all."

"You said awhile ago that 'everything SEEMS to be running all right.' What did you mean by that?"

"Just that."

"Oh. Any suggestions to make?"

"About what?"

"Anything."

"Let's see— No, I don't think so."

"Just happy and contented and no kicks coming anywhere?"

"That's my middle name."

Seven or eight years for preparation and not ready yet!

The next day a promotion he might have had was given to another man.

This is a real human document. Stick it up where nodding heads can read it.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.,

of ELECTRICAL MERCHANDISE, published once a month at Brattleboro, Vermont, required by the Act of August 24, 1912.

Editor, Frank B. Rae, Jr.
Business Manager, F. B. Rae, Jr.
Publisher, The Rae Company.

Owners:

Frank B. Rae, Jr., 17 Madison Ave., New York City.
Earl E. Whitehorse, Equitable Building, New York City.
John J. Corell, 17 Madison Ave., New York City.
John G. Learned, 137 So. LaSalle St., Chicago, Ill.
W. C. Andrews, East Orange, N. J.
Electrical Pub. Company, 90 West St., New York City.
Known bondholders, mortgagees, and other security holders holding 1 per cent or more of total amount of bonds mortgages, or other securities:

Vermont Printing Company, Brattleboro, Vt.
V. R. Lansingh, Chicago, Ill.
W. F. Miner, Cleveland, Ohio.
Robert Kuhn, Detroit, Mich.

[Signed]

F. B. Rae, Jr.

Sworn to and subscribed before me this 4th day of October, 1915.

[Seal]

JAMES N. SEAMAN,
Notary Public, N. Y. County No. 121
[My commission expires March 31 1917.]

Robert Montgomery, commercial manager of the Louisville Gas & Electric Company, says: "We consider *Electrical Merchandise* interesting and valuable."

Protecting the Customer

THE Cleveland Electric Illuminating Company has been employing a series of effective sticker advertisements to protect the public against itself. It has become somewhat common practice for some of the less responsible local five- and ten-cent stores to buy job lots of incandescent lamps of different voltages and sell them to customers on the central-station's lines. As a result of this job-lot policy, the eager bargain-hunters have often paid out good money for the glamor of a low price and little else, and have tried in vain to get brilliant, lasting light from inefficient and short-lived filaments. The central station has also felt the weight of this ill-advised buying, since it is plain human nature for the customer to throw the blame on the lighting company when his lamps burn out before their allotted time. To sidetrack the mischief, the central station sent out with all its advertising matter such pithy warnings as these:

A SUGGESTION—

In buying new incandescent lamps, note the wattage or "W" mark on the label. It tells you how much electricity the lamp consumes and determines the amount of light given out. Mazda lamps of from 15 to 60 watts are most suitable for home use.

IMPORTANT!

The voltage of an electric lamp is important. Be sure it reads V 115. If you use lamps of lower voltage, they won't last as long; if of higher voltage, they do not give as good light.

TO OUR CUSTOMERS—

When you buy new incandescent electric lamps be sure to get the right voltage. For "Illuminating" service get 115 volt lamps—the label reads V 115. None other will do. Also be sure to get Mazda, not carbon lamps.

A facsimile of the wattage and voltage label, which appears on every standard Mazda lamp, also appears in each ad. This sticker idea is being carried out to a further extent in one-inch newspaper space.

R. H. Stephenson, New-business Department, Menominee and Marinette Light & Traction Company, says: "I receive *Electrical Merchandise* monthly and am glad to get it. I read every page of it and think that it is a great paper for anybody in the electric-selling game."

Battery and Horse Alike

WHEN an electric-vehicle salesman tries to talk battery to the average prospective customer, he is immediately in deep water. Technical terms and the almost uncanny process of the storage battery are incomprehensible to the layman—indeed, many a salesman is very vague on the subject and only repeats parrot-wise, the arguments and explanations which he has learned by rote, without really understanding them.

The simplest and most effective description of a storage battery is to compare it with a horse. Through feeding and resting, the horse stores up a certain amount of energy. When that energy is exhausted by work, the horse must quit or he will be ruined or even killed. Similarly, through feeding current into the battery it stores up energy, and when that energy is exhausted by work the battery quits.

But the similarity goes further. If a horse, when first put to work after being fed and rested, is driven hard and forced at top speed, he becomes exhausted quickly; whereas if he is eased along carefully he will do a good day's work and arrive in the stable in good condition. The same thing is true of a battery. If it is racked and strained with sudden overloads and careless forcing, it will soon be in a state of exhaustion and perhaps be permanently injured; whereas, if called upon for a good honest day's work at normal rate, it will respond gamely and return to the garage in prime condition for recharging.

It takes a lot less actual knowledge to operate a battery than it takes to "operate" a horse. Carelessness, neglect, disregard of natural necessities, cruelty in the matter of overloading or overworking—these faults in the driver will harm a horse as surely as they will harm a battery, and for almost identical reasons.

Let us cooperate with you.

Lansden—



—Lansden

"There are several hundred Lansden Trucks in Express Company service, some of which were sold in 1904 and are still giving good service."

Lansden Quality

is acknowledged by all who know anything about electric vehicles and the price is right. Deferred payments arranged. Battery optional.

Commercial Trucks

made in 750 pound to 6 ton capacities. Industrial, Tractor, Warehouse, Dock and Baggage Trucks made in 1,000 lb. to 6,000 lb. capacities.

Some Agency territory still open.

THE LANSDEN CO. - - Brooklyn, N. Y.

NEW ELECTRICAL MERCHANDISE

News from the Manufacturers Trade Literature

New Book on Window Lighting

DISPLAY Window Lighting and the City Beautiful" is the title of a new book by F. Laurent Godinez, consulting lighting specialist for public-utility corporations, merchants' associations, decorators and architects. In his preface the author states: "Every merchant has lost hundreds of dollars, invested in worthless lighting equipment, purchased because the average merchant has not time to analyze a maze of technical data, and no one has ever told him the truth about lighting equipment, in understandable, condensed form. The object of this book is to give the public facts and suggestions which will promote lighting that is more useful—in being more *reliable* and *permanent*,—and of nearer approach to those aesthetic ideals which find their beginning in a radical departure from the commonplace and ugly equipment which predominates everywhere."

The broad scope of the publication is suggested by the titles of such chapters as "The City at Night," "Advertising and Attraction," "Utilization of Light," "Application of Light," "Lighting with Electricity," "Lighting of Signs," "Color Attraction," "Attraction in Display Lighting," "Modern Display Lighting." The chapter, "The City at Night," is a frank criticism of the "gay white-way" idea. The author attempts to prove that the most attractive lighting of a street is that which does not advertise its ugliness at night, and that the lighting of the city at night demands a careful reconciliation of street, display-window and sign lights. The chapter, "Advertising and Attraction," is a plea for concealed window lighting. Under "Utilization of Light" is considered the proper placing of light in the window, window backgrounds and color problems in relation to the goods displayed. The chapter on "Application of Light" deals with causes of glare and wasted light and how to correct them. Subsequent chapters consider at length all the lighting factors which make one window the focal point of attraction and interest to the passing crowds and another window a pathetic example of advertising opportunity unrealized.

In his book, Mr. Godinez has not left the lamp salesman and the white-way propagandist unscathed, yet if the commercial man can overlook this, he will find the book a mine of ideas and suggestions, illustrations and diagrams, which will help him to sell more and better window installations, and at the same time remedy or even prevent certain current bad practices in outdoor

lighting. The Wm. T. Comstock Co., 23 Warren Street, New York, are the publishers.

Ridlon's New "National" Cleaner

The National electric-vacuum cleaner, recently put on the market by Frank Ridlon Company of Boston, is already making a name for itself in a field where competition is keen and where new brands are looked upon without enthusiasm. This quick success is no doubt due to the fact that the Ridlon Company has been in the electrical business for over 30 years and is in intimate touch with the industry, its conditions and its personnel.

Among the points of superiority claimed for the National machine are: extremely low clearance of only $5\frac{3}{4}$ inches, which admits its going under low furniture; light weight of only $8\frac{3}{4}$ lbs.; three adjustments of nozzle height to accommodate rugs and carpets of various textures; and the fact that it is equipped with an extremely powerful General-Electric motor.

The Frank Ridlon Company has developed an interesting selling plan which it offers to the central stations without investment on their part.

Eyesight and Electric Light

"Eyesight and Electric Light" is a publication of the New York Association for the Blind which has been reprinted by the New York Edison Company. It was originally compiled by Dr. E. M. Alger in collaboration with C. L. Law, head of the Edison company's Bureau of Illuminating Engineering. It deals with the now familiar facts that properly distributed and diffused light conserves the sight, and, therefore, makes the for better health and efficiency of the individual, while glaring or badly placed light works conversely. The pamphlet deals with the eye as a camera; eyestrain and health; eyestrain and efficiency; the proper amount of light; the proper placing of light; efficient light; direct, semi-indirect and indirect lighting. The whole treatise is handled in concise and simple fashion for popular consumption. The New York Edison Company is prepared to distribute these pamphlets in quantities to societies, civic bodies or schools which may apply for them.

A "National" Sales Hunch

The observant central-station salesman, who keeps a sharp lookout for hidden-away-in-dark-corners new business, surely has an advantage over the

salesman who refuses to look beyond the end of his nose.

One night, recently, J. D. Conrad, a salesman of the National Lamp Works of the General Electric Company in the Shelby division, took a stroll through the business district of Portsmouth. Following his well-trained and valuable habit of observation, he took note of all poorly lighted store windows, also those revealing dead lamps and other evidences that certain merchants were lagging behind in real honest effort to make their windows work for them by night.

The next morning, Conrad pocketed a sample 100-watt type C Mazda lamp and called on the laggards. He told each merchant, how as a mere passer-by and not as a lamp salesman, he had noticed the night before that the merchant's window was running to seed, and that he had the remedy right in his pocket. In two hours' time, Conrad sold 26 lamps, which is the best of evidence that the merchants were glad to have a brainy and observant salesman like Conrad call on them with a helpful suggestion. Conrad always carries a pocket wattmeter to prove right on the spot that the "dollar lamp" does not consume any more current than the old-style 100-w. lamp.

For Electric Security Boosters

Those who are interested in popularizing the securities of electric and gas companies, will find some effective arguments in the brochure recently issued by Albert H. Bickmore, of No. 111 Broadway, New York. Attempt is not made in this booklet to overstate the advantages to the investor of owning stocks and bonds of utility companies; rather the basic principles which should guide such an investor are clearly and conservatively set forth with the idea of enabling the reader to form intelligent judgments of his own. The booklet may be secured gratis upon application to the author.

Valuable Trade Information

A number of electrical men, who have inquired about publications which transmit reliable trade information concerning general market conditions, are seemingly unaware that the Department of Commerce at Washington publishes daily such a publication under the name of "Commerce Reports." Information for this paper is secured from 300 consular officials located in every part of the world. Special articles are contributed to its columns by commercial attachés and agents of the Department, and the foreign firms seeking American goods

and agencies are listed daily. Other features are annual reviews concerning the trade and industries of every country and a daily list of foreign trade opportunities. The subscription price of "Commerce Reports" is \$2.50 a year. The Superintendent of Documents, Washington, is the publisher.

Peerless Lamp Lottery

With each Peerless Mazda lamp purchased during December from the Electric Supply Shop of Henryetta, Oklahoma, will be given a numbered coupon—six coupons with each carton of five lamps. On Christmas Eve a drawing will be held and three lucky customers will take away attractive and valuable electric gifts. E. R. McMorris, the proprietor of the Electric Shop has tried the plan before and finds that it stimulates sales.

A Mark of Glass Quality

The Holophane Works of General Electric Company, Cleveland, has adopted the trade name "Regent" and the trademark here reproduced as distinguishing its various wares other than Holophane prismatic globes and reflectors and Ivanhoe metal reflectors.



In making the announcement, the Holophane Works says: "In order to establish a mark by which our glass may be known even to the inexperienced, the name 'Regent' has been adopted. This mark is the sign of excellence in the glass products on which it is used. It will become as well known and as distinguished as the name Holophane now is in its field."

New Traveler's Outfit

A combination outfit consisting of 3-lb. iron, stand for holding same, inverted so that it may be used as a stove and attachment for heating curling irons, is offered for the holiday trade by the Hotpoint Electric Heating Company.

Frantz Plant again Enlarged

Although the new factory of the Frantz Premier Company of Cleveland is not yet completed, plans are already being made for adding to it 20,000 square feet more. The Frantz company reports that its business is developing so rapidly that the facilities of the new building were outgrown before the roof was on, this being due to the adding of washing machines, power-driven household wringers and other appliances in addition to their already well-known Frantz Premier suction sweeper.

Clever Booklet on Globe Stoves

A new note is struck in a booklet on "Electric Cooking" just issued by the Globe Stove & Range Company of Kokomo. After making the usual appeal to the housewife and treating the subject from the feminine angle, a five-page argument is included addressed to the husband. In this argument the common-sense factors of sound construction, efficiency and reliability are presented in blunt man-to-man fashion.

The Globe company makes capital



of the fact that it has been manufacturing cooking apparatus for almost forty years and that over four years have been spent in perfecting its line of electric stoves, ranges and ovens. Notwithstanding this conservatism in keeping out of the market until it seemed to them that the line had been brought to practical perfection, refinements are being made in the new models just offered.

Manufacturer Aids Central Station in Selling Electric Vehicles

In a recent interview, F. S. Komp, general manager of the Lansden Company, Brooklyn, outlined the means being employed by his company to really cooperate with central stations. He says in part:

"The Lansden selling plan consists of our placing a demonstrating car with a central station and cooperating with them, both in the demonstration and the closing of any business which they may develop, and accepting deferred payments where necessary, running over a period of one year, the notes being given by the customer, to the central station, who will turn them over to us, the central station, however, assuming the responsibility of the collection. The battery is to be handled in like manner, or on a rental basis, as agreed. If ten cars are sold during the period of the campaign, the central station is made a present of the demonstrating car. In addition thereto, a cash commission of \$50.00 is paid to the individual central-station salesman who secures the order for the vehicle.

"The central station's part is to work up a volume of prospects preceding the demonstration which is supplemented by advertising in the local papers,

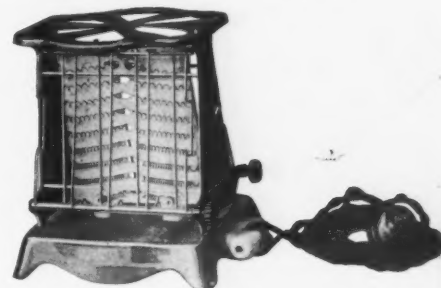
coupled with a series of letters sent out at intervals of a few days each. The cuts and the "copy," also folders, will be supplied by us. The central station, of course, would be expected to enter into this matter enthusiastically and put all of their force to work energetically in the development of the vehicle business during the period of the campaign. They will also cooperate with a competent garage, so that the cars will be properly and economically taken care of.

"We have endeavored to develop a plan which would make it unnecessary for the central station to invest in demonstrating equipment, but at the same time, give them the benefits of the sale of the vehicle. The period of the campaign together with many of the details of it, is subject to change to suit the local conditions."

Toaster Turns the Toast

A recent addition to the line of electric ware marketed by the Westinghouse Electric & Mfg. Company is the "Turn-over Toaster."

By turning a knob near the bottom, the toast slides outward, browned side down; another turn and the toast is raised to a vertical position with the fresh side toward the heater.



The heating element consists of a continuous coil of resistance wire wound on a porcelain plate, and so distributed as to produce uniform heating.

The turnover toaster is nickel-plated and highly polished, and has a shelf for warming plates or keeping the toast or the coffee hot.

Prosperity-week Window Contest

Prizes of \$100, \$75 and \$50 are offered by the Hurley Machine Company of Chicago, for photographs of the three best Prosperity-week window displays of Thor electric washing machines. Contestants have until January 5, to submit photos of their windows.

A feature of the Hurley contest is the offer of a special display machine on long dating which will enable dealers to have on hand through the holiday season a highly finished "show" sample without investment on their part.

Those who may hesitate to enter the contest for fear that the prizes will surely go to the "big fellows," should recall that several awards in a recent fan-window display contest were won by small central stations and dealers. In a contest of this sort, brains are of more

consequence than unusual facilities: the dealer with a small store on a side street has exactly as fair a chance to win a prize as the central station with an elaborate electric shop on the main four corners. And the prizes are large enough to be worth while.



Practical Sales Help

A display case designed to hold a comprehensive assortment of heating appliances is furnished by Landers, Frary & Clark, New Britain, Conn., to dealers handling Universal electric home needs.

The case is 3 feet wide, 4 feet high and 1½ feet deep; it is made of selected oak with glass front and sides, and is lined with dark-green velvet. It can be supplied in mahogany finish if desired. The proposition under which this case may be secured without charge is very liberal—the dealer gets it for nothing, provided he maintains a turn-over of only \$5 a week throughout the year. It is a mighty small electric shop, indeed, which cannot average this amount of sales.

"The only merchant who can afford to keep his goods out of sight," says the manufacturer, "is the one who hasn't anything to sell. Goods unseen usually stay unsold. There is more real selling force in an ounce of 'show' than in a ton of talk. Dealers who keep their stock up and showing, also keep it up and going."

It might be added that more dealers and central stations have been discouraged from handling appliances through letting their goods become tarnished, dull and shop-worn than through any other cause. Nicked wares, no matter how well finished, require either to be kept under cover or to be constantly wiped and polished. Few dealers can give the time for the latter care—in fact, the sales frequently do not justify the labor involved. By keeping the display stock in an attractive glass case, however, the goods require the minimum of care at the same time that they make the maximum appeal to the customer.

Richards with Century Signs

The Century Manufacturing Company of Lancaster, Penn., has established a central-station department under the management of E. G. Richards. This company has been manufacturing electric signs for a number of years, but heretofore has chiefly sold its product locally and in surrounding cities. Under the new policy, the company will campaign for business throughout the country and will be prepared to render service to central-station new-business departments.

E. G. Richards, familiarly known as "Dick" Richards, has had a wide experience as a designer and salesman of electric signs, and is known to readers of *Electrical Merchandise* through articles which he has contributed to these columns.

Sixty Prizes for Window Trims

The National Mazda window-display contest now in force offers another outlet for ingenuity and window-trimming skill. Aside from the obvious advantage of having well-trimmed windows, the contest will enable those who excel to "cash in" on prizes ranging from an automobile to a five-dollar gold piece. In its announcement, the publicity department of the National Lamp Works, Nela Park, Cleveland, gives the following details:

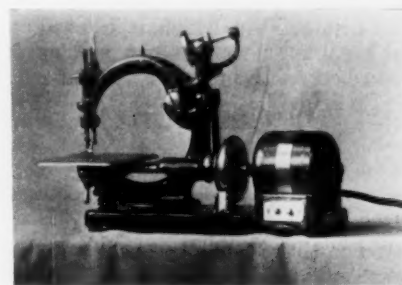
"Fifty prizes are open to general competition. A special prize is offered for the best display in each of seven territories as follows: New England, Eastern Atlantic, Southern, Southwestern, Middlewestern, Northwestern, Pacific Coast.

"A special prize is offered for the best display from each of three classes of lamp agency and central-station contracts.

"Here are the prizes:—bicycle motor-wheel attachment; victrola, model IX; four thin-model Gruen watches; humidior for cigars, cigarettes and tobacco; eight autographic folding kodaks; seal grain leather traveling bag; solid gold cuff links set with diamonds; gentleman's toilet set in pigskin case; Gillette gold-plated shaving set; solid silver monogram buckle and belt; thirty-nine five-dollar gold pieces."

Unique Sewing-machine Drive

A new type of motor for the Wilcox & Gibbs domestic sewing machine was shown in operation at the New York electrical show in the Westinghouse booth. The motor is small and is coupled directly to the machine shaft without use of belts, brakes or friction drive. The speed, from zero up to 1800 stitches per minute, is under perfect



control by the operator from a foot pedal in which there is a resistance having an almost unlimited number of steps similar in principle to a slide wire resistance. The acceleration is always smooth, regardless of what speed is desired; there is no jerking, no breaking of threads.

A very good idea of the compactness of the motor may be gained from the illustration.

In Business Fifty-five Years

Julius Andrae & Sons Company, electrical jobbers of Milwaukee, just celebrated its 55th birthday. The firm started in a little blacksmith shop in 1860.

Rubber-Stamp
This Xmas Slogan
on all your
Outgoing Mail!



Every bill, letter, envelope, representative's card, booklet, or other paper that goes out of your office between now and Christmas should bear this slogan.

Rubber stamps, exactly like above, for

only **50¢** each

Cash with order

ELECTRICAL MERCHANDISE
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Why The Electric Truck Finishes Strong

There is so much noise about automobiles in general that the Electric truck suffers to some extent just because it is an Electric—hence quiet and rather unostentatious. Electric delivery expands yearly on the solid economic basis which characterizes the growth of Electric lighting power, traction, etc. In comparison with its more spectacular co-worker, the gasoline truck, the Electric may seem to be slow and to “trail” its betters, but don't forget the finish of the race.

The economic fields of the two types are rapidly becoming recognized. Firms who discarded the early Electrics for gasoline trucks are going back to the modern Electric which has all the economic advantages of a machine electrically propelled, plus far better batteries and other improvements. The great city fleets of our corporations are nearly all Electric and other city fleets soon will be.

The more scientific delivery becomes the more Electrics will be used. The Electric excels in three essentials—*long life* which means low depreciation—*dependability* which means fewer breakdowns and—*economy of operation* which means fewer parts replacements, lower wages for driver, low insurance rates and so on. These things the ledger shows in black and white (sometimes red also) and the firms who heed, credit the Electric at the tape.

With nearly 5000 G.V. Electrics in daily operation we offer you six models representing by far the most substantial progress in Electric road transportation. Let us send you our handsome and instructive catalogue.

General Vehicle Company, Inc.



Long Island City, N.Y.

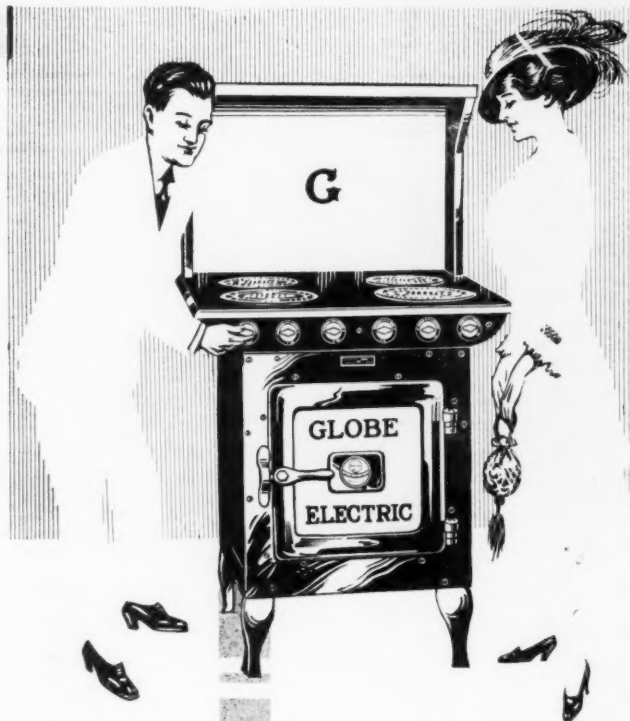


New York, Chicago, Boston, Philadelphia

Copyright, 1915

Globe Electrics are Easily Demonstrated

Globe Electrics attract a housewife's attention because they are handsome, strong, business-like. And when a woman's interest is aroused it is easy to show her that Globe Electrics will do all that she could ask of any range and do it better.



GLOBE ELECTRIC Stoves and Ranges

are now being exhibited and demonstrated by some of the largest electrical stations.

Before you make any decision regarding the range you will push, be sure you know all about Globe Electrics.

They stand at the apex of forty years' success in making cooking apparatus, four years of which has been devoted to electric cooking. They have been used by exacting housewives in the hard routine of kitchen work. They have made good.

SEND FOR CATALOG

You will find the Globe Catalog the finest thing in stove literature you ever saw. Send for it today. With it we will send a copy of the most unusual little book shown on this page. It is only a part of our selling literature — but a very interesting part. Let us send it and the big catalog now. Your address, please.



"DO IT ELECTRICALLY"

The Globe Stove & Range Co.
Kokomo, Indiana

Branch Office: 731 Edison Bldg., Chicago, Ill.

